

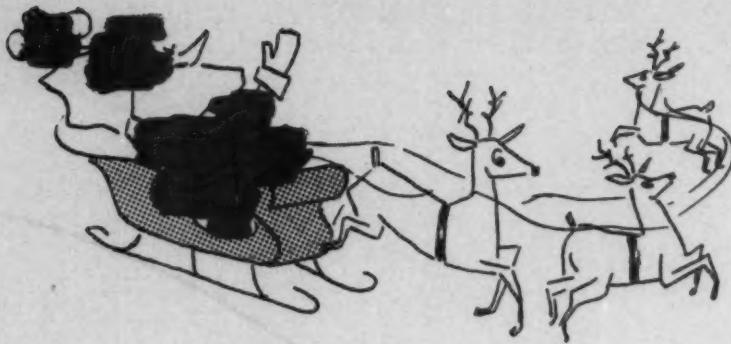
# MC

October, 1957

*the Manufacturing Confectioner*

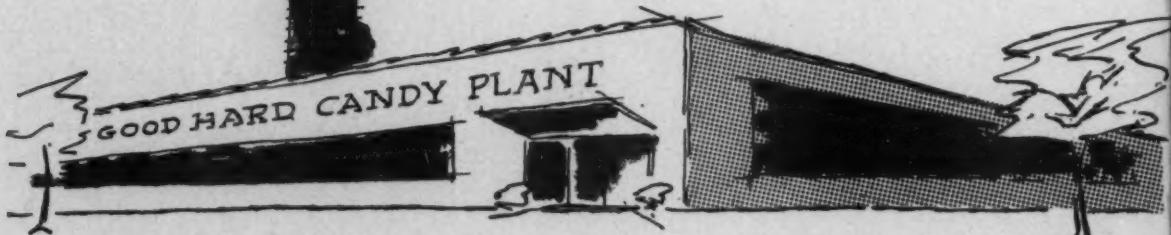
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DETROIT





'Twas the night before Xmas  
And all through the plant,  
Not a crittur was stirring,  
For pickings were scant.

All those Xmas hard candies,  
So delicious to savor,  
Had sold out weeks before,  
Due to D&O Flavors!



Anise, Sweet Birch, Wintergreen, Cassia, Clove,  
Orange, Lemon, Lime, Peppermint, Sassafras, Spearmint  
. . . natural and imitation oils and flavors. Yours now  
for a Flavorful, Profitable Christmas!

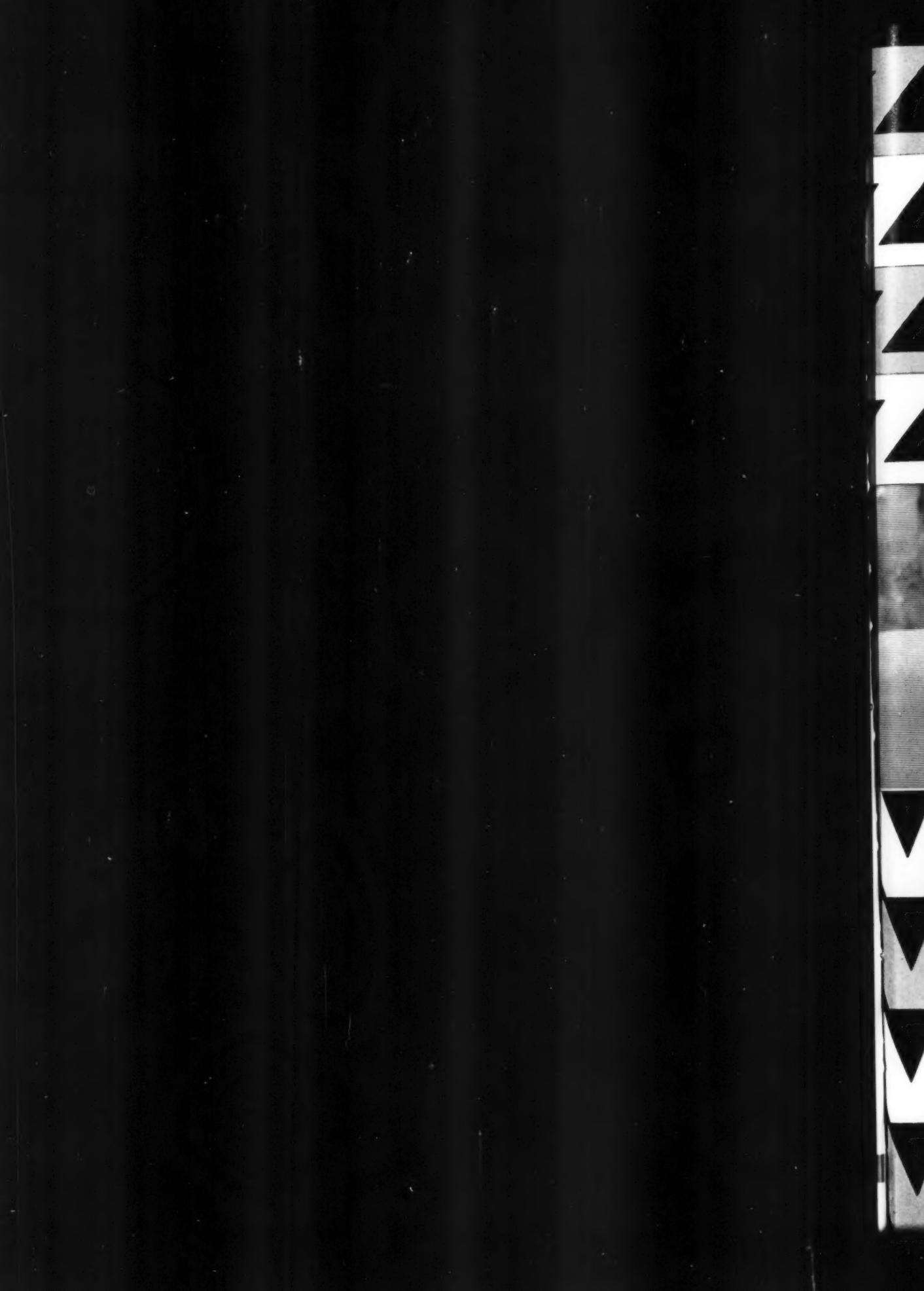
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**DODGE & OLcott, INC.**  
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There's an unvarying excellence and a dependable uniformity that makes it best for the taste you want. Produced by a unique patented process, Zimco is the *Original*

Pure Lignin Vanillin. Its fine flavor and aroma are the result of continuous research and development.

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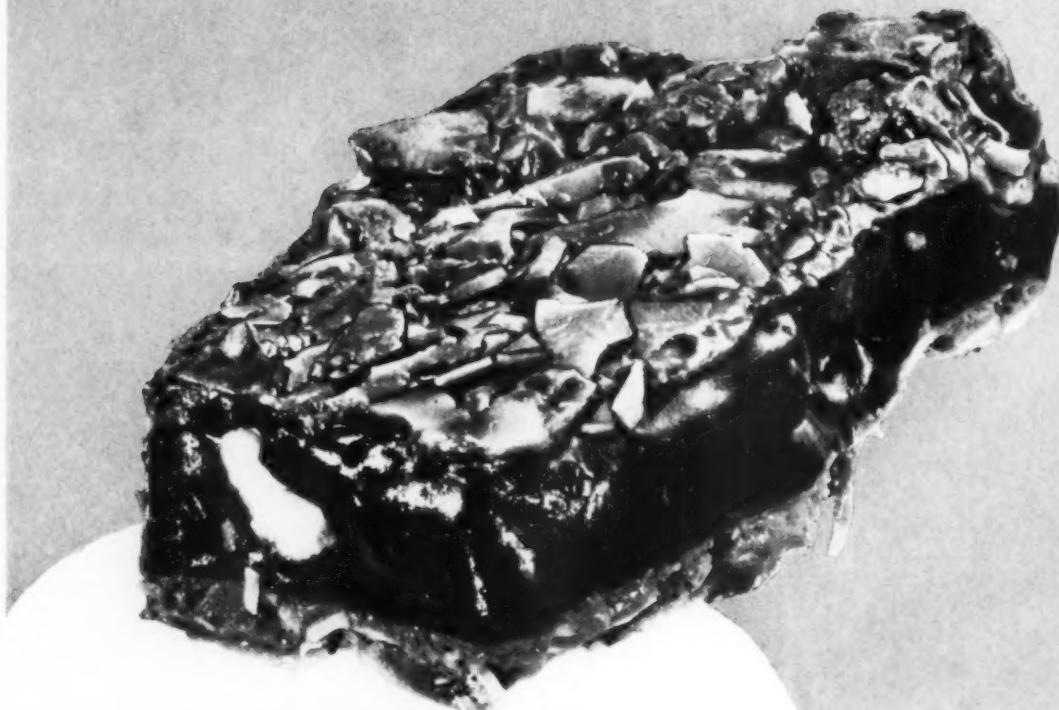
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# ALMOND TOFFEE

You'll see it on every list of favorite candies. You'll find it in the nation's finest box candies, and in fast-selling candy bars. Almost everybody likes Almond Toffee. Make it with sheller-run or thrifty whole-and-broken almonds. Blue Diamond Almonds, of course. They are double-sorted, by hand and photo-electric "eye". Controlled minimum moisture content. More good almonds for your money.

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Diamond** ALMONDS

CALIFORNIA ALMOND GROWERS EXCHANGE  
Sacramento, California



Sales Offices: 100 Hudson St., New York 13, and 549 W. Randolph St., Chicago 6

#### Here's Your Formula

10 lbs. granulated sugar  
3/4 lbs. invert sugar  
4 1/2 lbs. dairy butter  
2 lbs. coconut oil (76° M.P.)  
1 pt. water  
1 oz. Lecithin  
3 lbs. whole, sheller-run or whole-and-broken almonds  
1 tsp. (level) baking soda

Place butter and coconut oil into pan, melt, and add Lecithin, mixing well. Mix in granulated and invert sugars, add water and stir until boiling.

Wash sugar crystals from pan. Stir and cook batch to 275° F. Turn off heat, sift in baking soda, mixing rapidly, and pour on slightly oiled, cool slab, spreading to height of almonds.

When partially cool, turn upside down and cool to 75° F. or less. Coat thinly on both sides with milk or dark chocolate, and sprinkle with ground roasted almonds.

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# M Candy business

Harry Lustig, for thirteen years executive secretary of the Association of Manufacturers of Confectionery and Chocolate, died on September 29th. Mr. Lustig guided the association during the critical years when much of the confectionery industry of New York City moved out to surrounding communities, and kept the voice of the association strong and active in the interests of the industry.

Tom Churchill, presently bulk sales manager of Walter Baker Chocolate Division, will become the bulk sales broker for the New England area after January 1st, when Harry Thomas, the present broker, retires. Ray Schnyer, Churchill's present assistant, will fill the position of bulk sales manager.

Ralph G. Jacobson has been appointed packaged goods sales manager for Wilbur-Suchard Chocolate Co. Jacobson has been national sales manager of the confectionery division of Blumenthal Bros. Chocolate Company and before that a Brach representative in the New York area.

Stevens CandyKitchens purchased the rights to the name Martha Washington Candies and has started shipment of candies under that label, both packaged and bulk. J. Harvey Curtis, Jr. a vice president of Stevens, has been named vice president and general manager of the Martha Washington operations.

Wallace H. Shape, for many years with Reed Candy Company and since then in his own business, Pure Candy Company and a broker, has been named general sales manager for Kimbell Candy Company.

Ted W. Kothlow has been promoted to divisional sales manager of D. L. Clark Candy Company, covering Iowa, Nebraska, Missouri, Kansas, Oklahoma and Texas.

Larry Harkey, formerly with Bunte-Chase, is now with White Candy Company in San Francisco.

Paul J. Swaze, formerly with Rockwood & Company, is now sales manager for Guittard Chocolate Co.



#### PHILADELPHIA CANDY SHOW

(1) Bernard Olsoff, AMC buyer, chats with George Kaye of Superior Fruit. (2) Mrs. Ziff of Reading, Pa. looking over boxes with Allen Schleicher. (3) Mrs. Dettre of Wanamakers inspects chocolate shoes with Milton Reingold of Van Dungen. (4) Francis Cousineau of Shepard of Providence, R. I. and Elizabeth Hall of Woodward & Lathrop of Washington, D. C. looks at Ann Marlowe items with Dan Tokowitz. (5) Dan Tokowitz of Goldblatts, Chicago, chats with Burt and Betty Lauderbaugh of Helen Salsburgs Candies of Wilkes Barre, Pa.

#### CHICAGO AACT

The September meeting of the Chicago AACT was devoted to sugar handling. The speakers of the evening are shown in informal discussion after the meeting. (6) Frank Rawlings, Amalgamated Sugar Co., spoke on the new "liquidizer" that his firm has developed. (7) Edward Meeker, American Sugar Refining Co., spoke on bulk dry sugar handling. (8) D. V. Wadsworth, Refined Syrups and Sugars, Inc., spoke on new developments in liquid sugar use.



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Color is the first overture your product makes to a prospect. Is that color as *inviting* as it could be? Does your color help make as many sales as it should? Stange color technicians can *create* the color you desire . . . and produce it with scientific precision each time you reorder. The Wm. J. Stange Co. Laboratories and Technical Staff will gladly assist you in capitalizing on all the stimulation that *color* can bring to your products. Consult your Stange representative or write.

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Can we woo you into trying several of our flavoring specialties which — over the years — have proven consistently and eminently successful? We'd like you to try, for example, our

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Year after year this flavor's deliciously rich, buttery effect has been the mainstay of some of the industry's best selling butterscotch confections.

Then there is our

### **FRITZBRO HARD CANDY FLAVOR WILD CHERRY IMITATION**

and another, our

### **ESSENCE COCONUT IMITATION NO. 25588**

These, too, enjoy enviable records of outstanding performance. Millions of pounds of fine confections have derived their intriguing effects from these popular FRITZSCHE specialties. If we could just woo you into trying them, we believe you, too, would soon be adding your name to the long list of manufacturing confectioners who have profited by their use. May we supply you samples — FREE — for testing purposes?

Please address us on  
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# the Manufacturing Confectioner

with International Confectioner

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October 1957 Volume XXXVII—Number 10

Edited and Published in Chicago

The Candy Manufacturing Center of the World



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### What price glory?

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### Do you have a merchandising package?

Certain positive qualities must be built into a candy package in order for it to carry its share of the sales and merchandising load. . . . Everett Hoffmann 25

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An unusually wide selection of candies and novelties keeps every customer coming back to Birnn's five stores in New Jersey. . . . 47

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**COVER:** These new candy packages are illustrative of the best in construction, printing and design. For a story on packaging, see page 25.

Founder—Earl R. Allured

Publisher—P. W. Allured

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## The Sweet and the Sour

Here is a testimonial which may prove useful to some manufacturers. Scientists at the University of Vermont found that gum drops are far superior to cheese as bait in mousetraps.

While at the NCA Convention in June and since that time, we have had the opportunity of talking with several corn refiners and have visited two refining factories. Besides having a very fine time and learning a good deal about the corn refining process, we picked up a piece of incidental information that may be of some interest to the industry in general.

The information is that the long sought goal of an industry, wide standardization of fluidity measurements of thin boiling starches, does not appear to be any closer to reality than was the case ten years ago.

In a scholarly analysis in The Sunday Standard of Madras, India, we read of varied experiences of 25,000 people who have been shipwrecked in various parts of the globe and under many varying conditions. According to this study, the chances of survival are about three to one. Of more pertinent interest here, however, is the stated opinions from interviews, of thousands of shipwrecked sailors, regarding the types of food preferred by them during their stay in rafts, life boats, and other assorted makeshift vessels. Of all the various types of foods provided in lifeboats, ship-wrecked sailors prefer candy and chocolate. Someone should be able to make a good thing out of this recommendation.



### *That's Dad the Day I Hid His Brazil Nut Candies.*

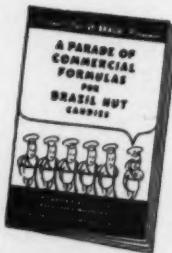


**Kernel Nut of Brazil says:**

Yes Sir! Like the sourpuss in the picture, most folks are unhappy when they can't get fresh, crunchy Brazil Nut Candies. The reason's as plain as the nose on your face. Everyone, *but everyone*, loves Brazil Nuts! If you're skeptical, ask your customers, your wife, your secretary or even your old Aunt Emma. Chances are they'll all tell you that Brazil Nuts, used whole, sliced or chopped, do make even your finest candies a whale of a lot more delicious. You'll find Brazil Nuts comparatively low in price and easy to use, too, 'cause they need neither blanching nor roasting.

• • •

Use Brazil Nuts in your finest candy formulas and send now for this *free*, beautifully illustrated Brazil Nut Candy Formula Book. Gives you sure-fire, sales-boosting recipes for 81 wonderfully tempting Brazil Nut Candies. This guide to more candy profits is written especially to help you make money by Mr. Jas. A. King.



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## **Confectioner's Briefs**

### **Fleer promotes**

Frank H. Fleer Corp. has announced the promotion of three executives. Walter E. Diemer, works manager, was elected a vice president and to membership on the board of directors. Gordon V. Moyer, controller, was elected treasurer. Gilbert B. Mustin, Jr., vice president of marketing was promoted to executive vice president.

### **International packaging show**

Interpack is the name of a trade fair to be staged in Dusseldorf, Germany, March 2nd through 9th, 1958, covering packaging machinery, packaging materials and confectionery machinery. This show will apparently be the prime exhibition of European candy and chocolate machinery, in addition to packaging equipment and materials, and is planned for once in every two years.

### **Whitman's new headquarters**



Stephen F. Whitman & Son, Inc., is building a new headquarters building in Bala Cynwood, a suburb of Philadelphia.

### **Production conference plans**

The 1958 PMCA production conference at Lancaster, Penna., will be held on April 25 and 26. The meeting will start Wednesday evening, with the first talk at 9 P.M., with a buffet supper served afterwards. The conference will adjourn Friday noon before lunch.

### **Chicago AACT program**

The Chicago section of the American Association of Candy Technologists has planned their meetings through this year. All meetings will be held at the Graemere Hotel, 3400 W. Washington Blvd., at 6 P.M. the third Tuesday of each month except December. The program is as follows:

October 15: "Cacao Culture in Mexico and Current

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**CONTINENTAL NUT COMPANY**  
Chico, California

Cocoa Bean Economics." Speaker: Mr. Russel Cook, Ambrosia Chocolate Co.

November 19: "Food Color Symposium." Chairman: Ed Heinz, Food Materials Corporation. Speakers: Dr. S. Zuckerman, H. Kohnstamm & Co., Mr. Art Schramm, National Aniline, Mr. Wm. Miles, Hilton-Davis Chemical Co.

January 21: "Pitfalls in Determining True Candy Costs." Speaker: Mr. George Gelman, Vico Products Co.

March 18: "Cocoa Bean and Nut Roasting." Speaker: Mr. Barclay Spence, Jabez Burns & Sons, Inc.

April 15: "European Candy Machinery." Mr. Joseph Raffetto, Hansella Machinery Corp.

May 20: To be announced.

### Baltimore salesmen's affair

The Confectionery Salesmen's Club of Baltimore is holding its annual banquet on Saturday, December 14th at the Lord Baltimore Hotel. T. Donald Elliot is chairman of the banquet committee.

### Thompson reorganizes

Thompson's Candy House, Seattle manufacturers, has reorganized into a corporation. George H. Thompson continues as general manager and president, and Donald B. Howard as manager and treasurer.

### NCA convention sessions in Hawaii

An outstanding feature of the coming NCA convention will be special business sessions held in Hawaii. They will feature tours of sugar plantations and refineries. Planners are now "black-booking" special transportation and hotel reservations, and full details will be circulated to NCA membership soon.

### Curtiss pays dividends

Curtiss Candy Company, on the basis of increased sales and earnings this year, have voted to pay \$610,000 in dividends on its preferred stock. This will clear up back dividends on this stock for the years up through 1952. The remaining balance of preferred dividends is expected to be paid up rapidly, dependent on continued good earnings. About 75% of the preferred stock is owned by the Curtiss Profit-Sharing Fund, which presently has 2,600 current and former Curtiss employees as participants.

### Restricted almond imports

The U.S. Tariff Commission reported that by investigation it found that shelled almonds are likely to be imported in such quantities that they will materially interfere with the Department of Agriculture's marketing program for domestic almonds, and found that in order to prevent such interference a fee of 10 cents per pound, in addition to present custom duties, should be imposed on all almonds, in excess of 3,500,000 pounds, imported in the 12 month period following October first, 1957.

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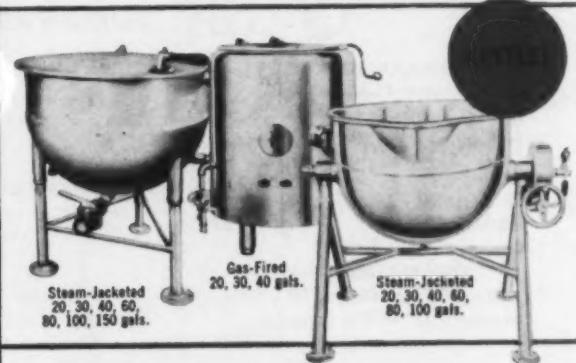
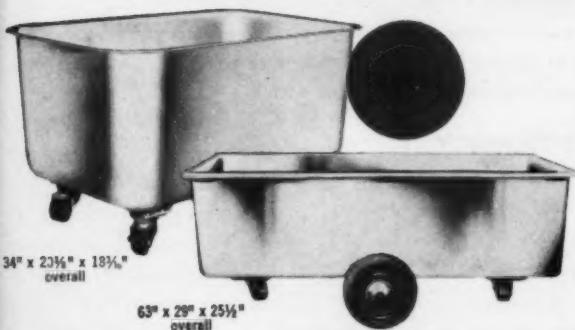
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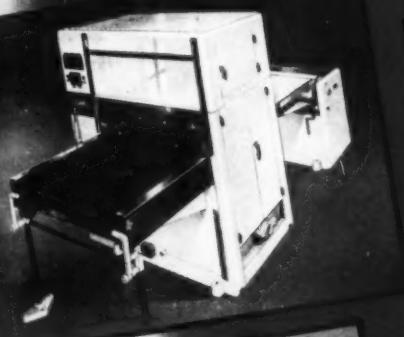




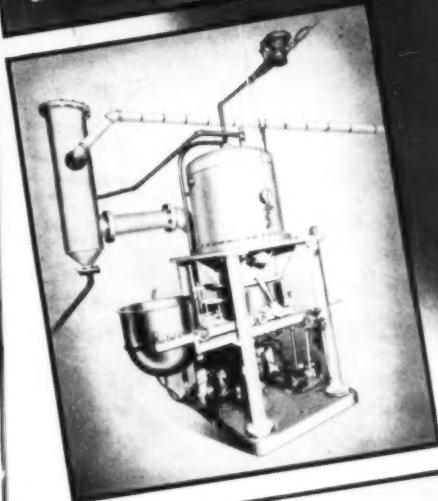
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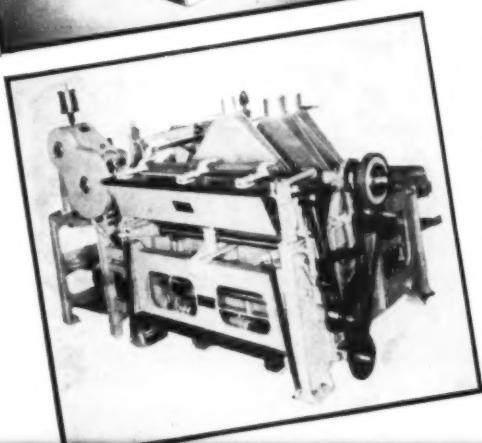
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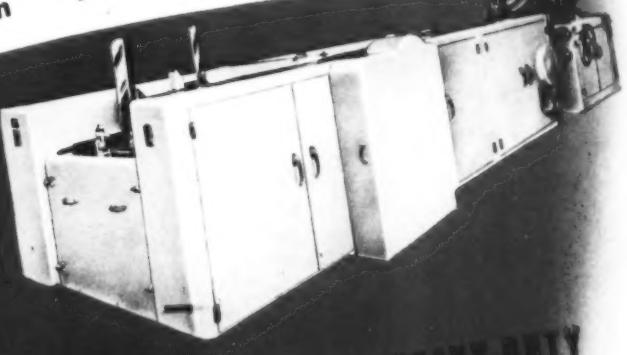
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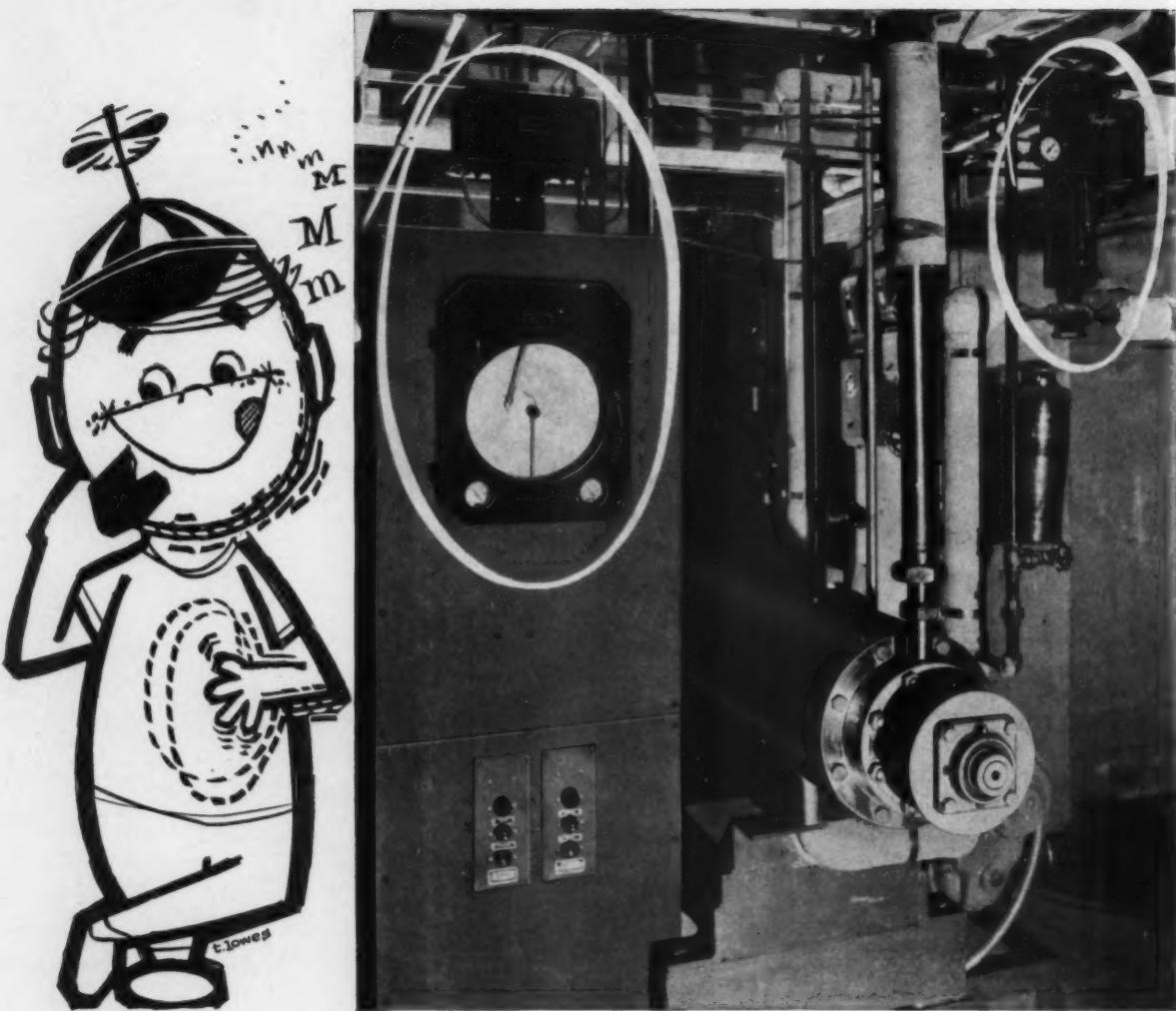
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KLEIN Chocolate Co. gets consistently good temper throughout its broad line of chocolate products because its Girdler VOTATOR\* tempering system rapidly cools the molten chocolate while keeping it completely uniform in temperature and crystal size.

Taylor instruments were selected because chocolate tempering requires precise control. Shown above is one of the six VOTATOR chillers in use at Klein's plant. Top left, a TRANSAIRE\* Temperature Transmitter signals the exact temperature of the molten chocolate to a TRI-ACT\* Controller (not shown) and to the recording receiver on the panel. On the right is a MOTOSTEEL\* valve which is actuated by the Controller and governs the flow of the coolant to assure the desired temperature of the emitting chocolate.

### Klein benefits with:

1. Consistently improved chocolate quality. Easy maintenance.
2. Flexibility of control for wide range of chocolate products. Speedy on-stream operation and fast change-over between chocolate types.
3. Reduced operator attention. Reduced down-time. Reduced product re-processing. Reduced production costs.

For information on what Taylor Control Systems like this one can mean in your production picture, ask your Taylor Field Engineer or write Taylor Instrument Companies, Rochester, N. Y., and Toronto, Canada.

VISION • INGENUITY • DEPENDABILITY

\*Reg. U.S. Pat. Off.

**Taylor Instruments MEAN ACCURACY FIRST**

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It costs no more to be sure of always getting the extra quality you want in your confections. OK Confectioners' Corn Syrups are made from the finest corn and processed by the most modern facilities.

You're assured of uniform extra quality whether you use OK REGULAR CORN SYRUP, OK HIGH DEXTROSE CORN SYRUP, OK THIN BOILING STARCHES or OK MOULDING STARCHES.

HUBINGER confection experts and installation engineers are available to work directly with you, too... to help you use OK Products more profitably... to help you design and install money-saving systems.

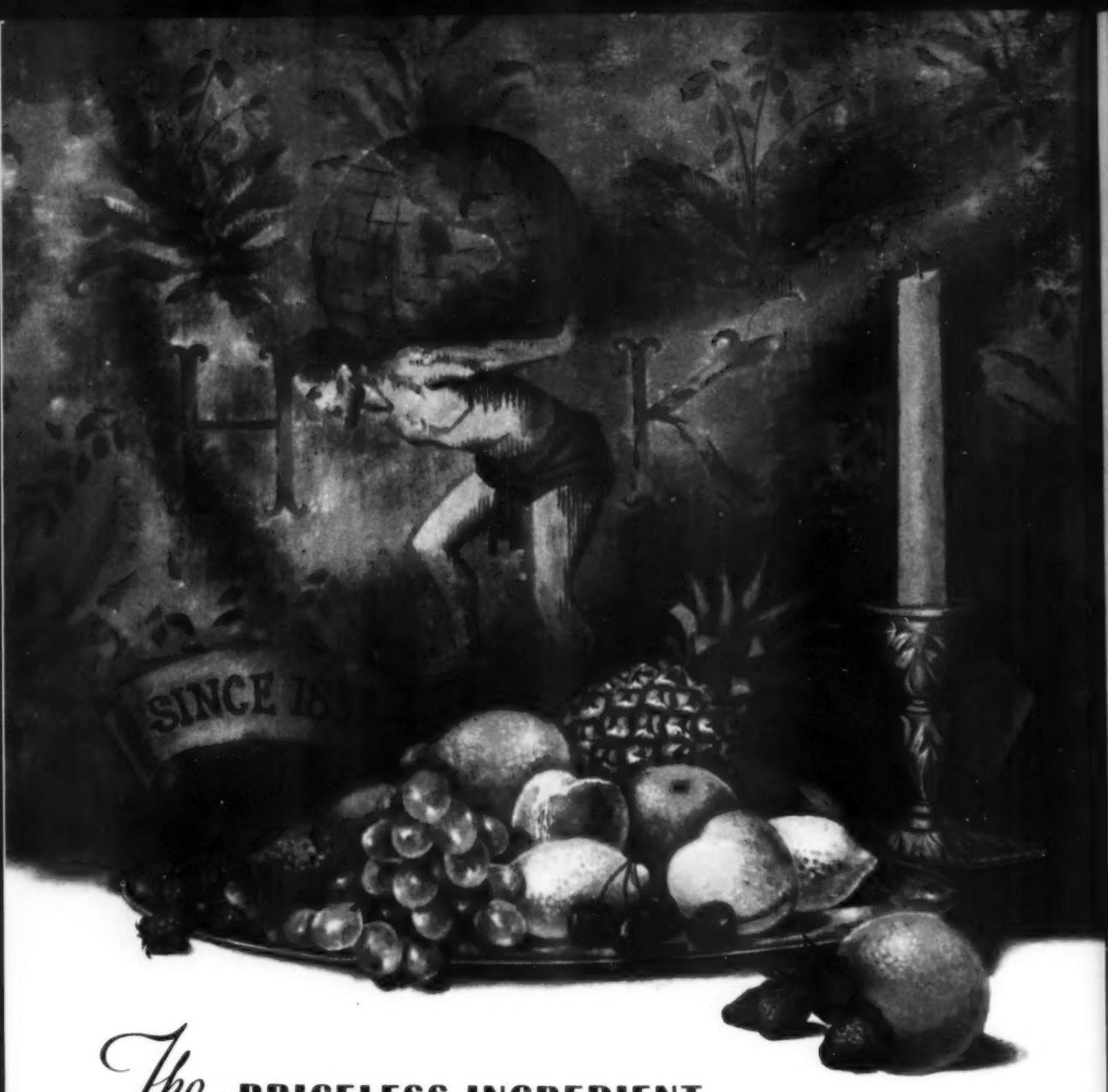
For better texture, taste, and technical service, write, wire, or phone for prompt attention to your special problems, without obligation, of course.

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*The* **PRICELESS INGREDIENT  
IN FRUIT FLAVORS ..... QUALITY**

The Superiority of Atlas Fruit Flavors is recognized the world over today. Whatever your performance problem may be, Kohnstamm laboratories staffed by some of the world's leading flavor experts bring to bear a technical approach, based on fundamental research that has been proven over many years throughout the industry. Our specialized experience in flavoring problems, of whatever kind, is at your service and your inquiries are invited.



FIRST PRODUCERS OF CERTIFIED COLORS  
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# *the Manufacturing Confectioner*

October 1957

Volume XXXVII—Number 10

## How to make satin finish hard candies

# T

he manufacturers of hard candy are usually desirous of making a hard candy which is well aerated and at the same time, desire a high gloss of the product.

A well aerated hard candy of a given size will produce more pieces per pound than a less aerated piece. Also in its favor is the fact that the highly aerated pieces of candy have a more tender texture than partly aerated candies.

The high gloss or satin finish of pulled hard candy is in reality, a form of light reflection. While the hard candy mass is being pulled and changes from a transparent piece of hard candy to an opaque hard candy, there is an exact period in the pulling process where the candy's ability to reflect light is at its peak. Its reflection peak has not been reached when the candy is underpulled. Its reflection peak has been passed when the candy is overpulled.

The degree of reflection can best be compared to a piece of clear glass placed on a table. When a piece of clear glass is placed on a table near a light, the glass will faintly reflect some of the light, but the greater portion of the light will penetrate the glass. The unpulled or clear candy can be compared to clear glass.

When a piece of mirror which has been lightly dusted with a powder is placed on a table near

BY WALTER RICHMOND  
Decatur, Georgia

a light, the frosted mirror will reflect light to a greater degree than the clear glass, to the extent that you will know that a mirror is under the frosting. The underpulled or overpulled candy can be compared to the frosted mirror.

Then a piece of mirror is placed on a table near a light, the mirror will reflect light to the highest degree. The correctly pulled candy can be compared to the mirror which reflects light to its highest degree.

To obtain the desired degree of light reflection on high glass or satin finish hard candy, the following instructions should be followed in their entirety. A deviation from any one of the gloss producing factors can result in an unsatisfactory gloss.

**T**he following information will make it possible to recognize the adverse factors which cause loss of gloss. (1) Candy cooked to too low a temperature, which will cause the candy to shrink after it is spun out. This shrinkage will destroy the smooth surface of the candy. A smooth surface is required for correct light reflection. (2) Candy not pulled sufficiently. (3) Candy pulled for too long a period of time. (4) Candy pulled while too warm. (5) Batch

roller or spinning table too warm. This will overheat the surface of the batch and will have the same effect on the surface of the candy as would be found in candy which was pulled while it is too hot.

(6) Centers (fillings) for thin shell filled hard candy too warm. Over heated center fillings such as the fillings for chocolate straws, coconut center buttercups etc. will transfer their heat to the jacket surrounding the center and would destroy the gloss. However, there are filled hard candies which contain 25% or less of center. A hot center will not destroy the gloss on this type of filled goods as it would in the thin shell filled goods.

If a plastic forming machine is used to form the candies, the gloss will be reduced if the forming dies are too hot. This also applies to overheated sizing rolls used to form the rope of filled candy which enters the forming dies. (7) Not cooling the candy quickly.

You can see from the above information that heat, cooling time, and pulling time are the factors which determine success or failure in the manufacture of satin finish hard candies.

To set the shine, or in other words, to prevent the heat within the candies from coming to the surface of the spun pieces, they should be chilled as quickly as possible.

The effects of quick chilling can be easily verified by placing some of the freshly cut candy near a heater to keep them warm. To blow cold air on another portion of the freshly cut candies.

You will find that the quickly chilled candies have a more glossy appearance.

To obtain the highest peak of light reflection or gloss, the following information must be observed and practiced at all times.

Let's review the factors which cause poor gloss and the method to obtain good gloss.

(1) Candy cooked to too low a temperature. This low cooking temperature in conjunction with item No. 4 pulled while it contains too much heat; Item 5, batch roller too warm and Item 6, center of filled goods too warm will delay the quick cooling time required in Item 7.

These factors must be adjusted to meet the specifications for quick cooling before gloss retention can be obtained.

The higher the degree to which a hard candy is cooled, the more quickly will it lose sufficient surface heat to make it firm enough to prevent shrinkage.

Any one or all of the above mentioned factors which delay cooling of the candies will destroy the high gloss.

Items 2 & 3 are not heat factors but they do effect the reflection peak of the finished product.

Now that we are able to recognize the factors which cause loss of gloss, the next step is to learn the procedure to follow which will give the candy the desired gloss.

If we have avoided the above mentioned factors which cause loss of gloss, there remains only the pulling time to bring out the gloss and quick

cooling time to see the surface of the spun candies.

It is the stretching of the candy in the spinning process which brings out the gloss, providing the candy has not been underpulled nor overpulled and is cooked to the correct temperature.

#### Test for gloss

When the batch has been pulled for 12 to 14 times on the pulling machine, pinch off a piece of the pulled candy and stretch it.

If it has a very high gloss, while being stretched, remove about ten to 15 percent of the batch and set it aside to be used as a jacket for the remainder of the batch which should be pulled until well aerated.

Only enough jacket should be set aside to cover the remainder of the well aerated batch to a thinness of approximately  $\frac{1}{4}$  to  $\frac{1}{2}$  inch, before spinning. The larger the batch, the thicker should be the jacket, to give the finished piece the desired thickness of jacket.

If the stretched piece of candy has not developed a high gloss, continue pulling and testing for shine until a high gloss has developed in the stretched candy.

It should be emphasized that the candy on the pulling machine will not show the desire gloss while being pulled, but the piece of candy that is pinched off and stretched will show the desired gloss when its peak of reflection has been reached.

If we continue to pull the candy until a gloss appears on the pulling machine, the candy will be overpulled and will have a somewhat flaky or frosted appearance under the surface of the spun candy.

While the remainder of the batch is being pulled until the desired aeration is obtained, the portion set aside for the jacket should be well kneaded and placed on a warm slab or table until ready to be used as a jacket for the more aerated portion of the batch. Do not place on overheated slab or the jacket becomes too soft and the gloss destroyed.

For highest quality filled hard candies with the maximum amount of filling, the entire batch is removed from the pulling machine when the peak of gloss appears when tested by stretching.

For filled hard candy with smaller amounts of filling, a portion of the candy is removed for the jacket and the remainder of the batch will be aerated by pulling the same manner as with solid pulled hard candies.

#### Putting on the jacket

When the fully aerated portion of the batch is removed from the pulling machine, it should be formed into an oblong block. Stretch the jacket portion of the batch to a size which will fully cover the aerated batch portion. Place the aerated block on the stretched jacket and fully cover the block with the jacket.

If the above instructions are followed, a satin finish hard candy of the highest quality will be obtained.

*The end*

# what price glory?

by tom sullivan

*or, hold your hats, kids, here we go again*

A recent editorial in a contemporary publication suggests a forward look but a mighty dim memory. It pressures for a candy manufacturer-member, rather than a professionally trained trade association executive, as the proper principal officer of the National Confectioners' Association with the title of president.

Without regard to the motives which prompted this particular editorial (actually there were two, and there may be more) or to the side issues presented therein, we believe candy manufacturers as a whole and prospective candidates for the NCA presidency, in particular, should be reminded of a few facts. The cost to a candy manufacturer of holding down the job of NCA president for a year or two is prohibitive. That's on the record. Prohibitive to the association? No. To the man who accepts the post.

What the price of this high honor and great privilege was prior to 1928, we do not know. But we are not unfamiliar with it from that year on to 1941. What our recollection is of the price of such glory suggests one of two things: either leave well enough alone, or be certain first of a line of presidents-to-be who are fabulously wealthy; so secure financially that they can see their personal candy business vanish entirely or sustain serious setback without the slightest concern to them.

That's it, brothers, and the reasons shouldn't have to be spelled out for anyone whose NCA membership dates back as far only as the beginning days of the Great Depression.

Let's look at the record and see what it reveals. Eight manufacturers or company executives served as NCA presidents during the thirteen years prior the acceptance of a recommendation, resulting from a survey by a prominent management engineering firm, which lead to the installation of a salaried professional trade association executive as NCA president. All eight were men of character and integrity and, obviously, of impressive executive ability. Those who can identify them will concede that they served well, sometimes as well as Richelieu served his king, but all overpaid for the privilege; most of them with their health, three of them with their personal candy fortunes as well.

Five of the eight have long since gone to their reward seemingly, in most cases, before their time though only God knows that for a fact. Of the three who survive only one is still active as a candy manufacturer. Even he—one of the ablest of NCA presidents—came up with ulcers during his tenure and suffered from this condition for some years thereafter. Another survivor subsequently came out of retirement to serve the association as its legislative committee chairman. Chances are he is in line for a watch or some other token of appreciation for the time, talent and energy he has so freely expended for dear old "Alma Mater."

It may be argued that the unfortunate personal and/or business experiences of so many of those who took a turn as president of NCA can in no way be related to their service to, in and for the association

and its members. Our book says differently. For we were witness to association activities of most of them over a 13-year period and oftentimes pondered the cost to them of their sacrifice in sweating it out for virtually 300 bosses.

(A point, maybe: In the early Thirties this writer was asked if he would consider appointment as executive secretary of NCA. One of a several "sounded out," he declined with thanks.)

Our own impression now, as it was back in the early Forties, is that the association acted wisely in sparing any of its members the hazards involved in serving as NCA president. Would these hazards be any less numerous or less grave today? We doubt it. But what they may be for a professional trade association executive is a horse of another color. For such a man is especially trained for a position of the kind. Moreover, it is his major, if not sole, business and/or professional interest. And for his services he is paid the going salary, or better. Further argument on this score should be unnecessary.

Now there may be NCA members today who are against leaving well enough alone, who have wearied of the status quo, who want a change even if only for the sake of change, who would impose the NCA presidency on one of their number for no better reason than this is the way it is in some other associations, even where the circumstances bear little or no resemblance to those that prevail in the National Confectioners' Association.

There may be such? There undoubtedly are. If their number is large enough to make their will effective in this matter, then they should—and presumably they would—be disposed to share with their member-president what would, for him alone, be a prohibitive price for their favor. To pay, or even offer to pay such a man a salary of any kind might be an insult. Let him be rewarded then—no, let him be protected—in some other manner.

A form of compensation that suggests itself would embrace accident and health, as well as business insurance in large amount to be effective not only during his term of office but for three years thereafter. Such insurance would cover him and also indemnify his firm not only for loss of his personal services but for company losses directly attributable to his enforced "neglect" of company affairs.

Some political and other aspects of the proposal made for revising NCA by-laws, as indicated at the outset of this comment have been recognized. But with any and all such we are in no way concerned. Our own unasked opinion is that any candy manufacturer conceivably interested in occupying the post of NCA president should think twice before allowing himself the luxury and the anguish and the many penalties this office virtually guarantees him. The high honor and privilege implicit in the job just do not stack up with—do not balance—the mental, physical and financial hazards also implicit in it.

# Latini's Proven Profit Maker

225 Pops Formed & Wrapped  
Per Minute

Low labor cost pop operation—one operator does work of 4 people.

The wrapped pops go right through for cooling, then packing.

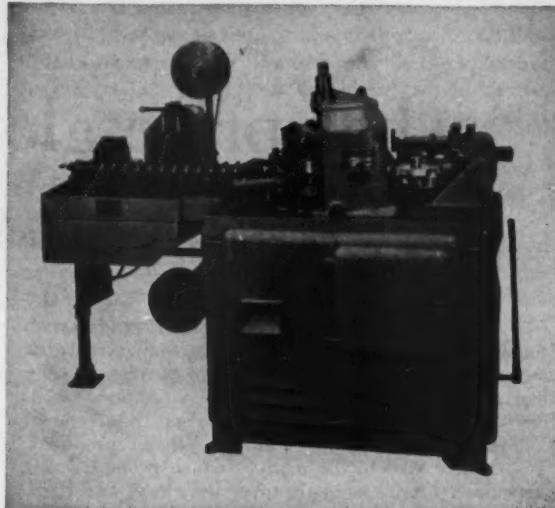
There is no handling, chipping, breaking, etc.—

Die pop is free of fins—eliminating scrap.

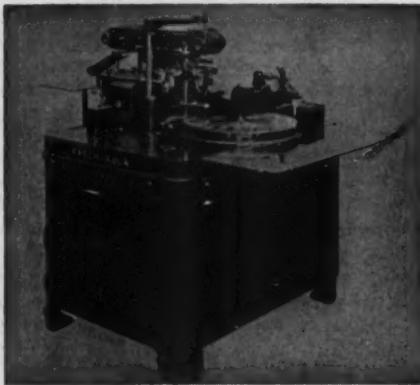
Positive stick insertion—all straight and true.

Weight of pop is variable without change of dies.

Sandwich wrap saves up to 50% of other type wraps.

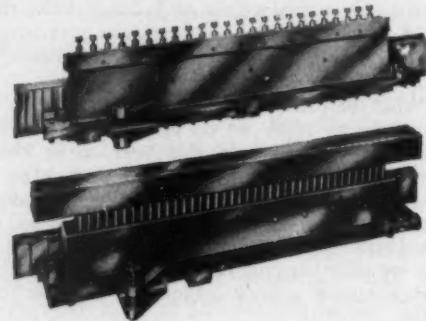


LATINI DIE POP MACHINE  
WITH CONTINUOUS WRAPPING ATTACHMENT



RASCH UNIVERSAL WRAPPER

Foil wraps all standard shapes—such as cherries, half eggs, bars and mints.  
Cellophane wraps summer candies and heat seals.  
Rolling device for whole eggs or balls.  
Banding and side-folding tools also available.  
110 pieces per minute on most items.



MILL RIVER PUMP BARS

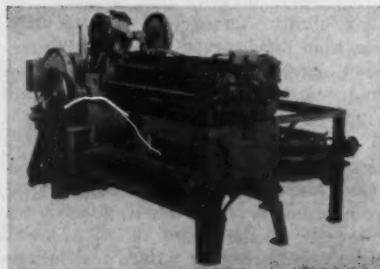
Faster, better, and more accurate due to precision workmanship. Water-sealed—Sanitary—No Grooves—No Washers. Available in all sizes.  
Single, double, triple and quadruple row for all depositors.  
Also available—Special Chocolate Pump Bars—Sanitary Stainless Steel Hoppers.



LATINI DECORATOR

Saves Labor—eliminates from 2 to 6 strokes per enrober. Versatile—variable speed drive, elevation control and 3 sets of decorating belts make a wide variety of markings.

HOHBERGER BALL MACHINE



Only one operator required to produce up to 1,200 lbs. per hour.

You can produce.  
Balls—clear, pulled or honeycombed filled—9/16" to 1½" diameter.  
Sunbeam Starlights: stripes brought down to center without expensive inlay.

Representative:

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# MC CANDY PACKAGING AND MARKETING

## Do you have a *merchandising* package

# G

reater pictorial beauty through the use of full color artwork on the face of the package, to create appetite appeal and upgrade the product plus stronger, functional wrappings and cartons must be considered by every candy manufacturer with a product sold in a supermarket or any other self-service situation.

Only a decade ago, candy played a minor role on the shelves of the supermarket. Today—with entire sections devoted exclusively to candy—the picture has changed. Supermarket candy sales have boomed 300% in ten years and will rise even more. A majority of 90% of all the candy sold in this country moves through some type of self-service outlet.

Candy now competes for customer's attention and impulse sales as much as any food, soap or grocery product which rely not on the retailer's suggestions, but on the surface and design of the carton or wrapping to compete favorably with the neighboring product on the long, but crowded shelf. Thus the packaging of candy must be thought of as a point of purchase advertisement—an integral part of any media advertising done to sell the product. The package, through color, artwork, design and copy must rapidly and accurately identify itself apart from the other products and then, since media advertising often features the package rather than the product, serve to remind the consumer of the advertising campaign he or she is familiar with. Through the use of vivid

BY EVERETT HOFFMANN  
The Lord Baltimore Press

colors, the package must be keyed to the ad theme—and since candy is a happy, festive food, lightness and fun should be the motif.

Packages for candy, especially if one is considering a new product or changing the looks of an old one to suit supermarket needs, must be tougher and more tamperproof to meet the rigors of self service handling. Once the candy bar—or loose candy—rested safely under the protection of the shopkeeper's glass counter. The wrappings of far too many candy packages unfortunately are still made for this type of display. Stock losses from damaged merchandise prove costly to the retailer and he looks with disfavor upon weak, flimsy packaging materials that also make price stamping even more of a problem. Supermarket buyers and drugstore buyers look for the stronger candy carton—the brighter, easily identified, easily stamped carton that suggests itself for better displays by its facility of handling.

Strong packaging materials are also an important aspect of novelty packaging. A candy carton shaped to facilitate uncrating and placement on the shelf, becomes, when opened, a Halloween trick or treat basket featuring pumpkins, goblins and black cats. This is a novelty item, yet the packaging materials will make a good, sturdy basket throughout the life of the carton. Imagine the poor consumer relations if this cleverly designed novelty package tore easily or fell apart during use.



Preserves quality in making, packaging, shipping and selling!

## Sweeter Candy Profits...through WAXED PAPER

*Provides special treatment at lower cost from production through sale! Waxed Paper protects candy freshness and flavor as it prompts the purchase of Your Brand!*

- **Production protection**—Holds the line for brand quality during every production step. Perfect for pan liners, dipped candies dry quickly, safely on Waxed Paper. Candy won't stick, never takes on flavors or odors when wrapped in dependable Waxed Paper!
- **Shipping protection**—Stands guard over freshness and flavor through delicate delivery operation, assures arrival in just-made condition. Candy makers use protective Waxed Paper as top inner liners, layer separators, case liners for bulk shipments.
- **Packaging protection**—Hard-working, hard-selling saleswrap with a thousand uses! Serves as sparkling, colorful outer wraps for bubble gum, kisses, lollipops, caramels, other children's favorites. Ideal inner wrap for candy bars, fruit drops, gum. Inner liners for your stock boxes, too. Round out your needs with Waxed Glassine Paper candy cups and inner wraps for your most expensive products.

● **Display appeal**—Smart packaging! Whatever your wrapper design, colors or message—every detail shows bright and clear on Waxed Paper! Every item is a billboard in the store and in the home, sparking impulse sales and pulling repeat buyers with its strong appetite-appeal, proved selling features. Rugged self-sealing wrapper handles easily on the machine, passes every production, shipping, in-store and customer handling test!

● **Low cost**—Lower initial wrapping expense plus dependable supply combines with other Waxed Paper advantages, adds up to higher net profits!



Waxed Paper teams up with the experience, facilities and service of the nation's top converters, delivers modern design packaging and product protection that pays off in bigger candy business for you! And the job doesn't stop here!

Suggested traffic-stopping designs, sales ideas, actual samples, complete cost sheets—they're all yours for the asking! So for expert packaging help, see your Waxed Paper salesman today. Or write or telephone us direct.



**REMEMBER... Waxed Paper is more than a wrapper. It billboards your brand, merchandises itself, sells itself. Waxed Paper is an advertisement with genuine appetite appeal. In fact, it's an appetizer!**

WAXED PAPER MERCHANTISING COUNCIL, INC., 38 South Dearborn St., Chicago 3, Illinois, STate 2-8115

Better packaging materials also pave the way for better color reproduction of the product—known as appetite pictures. Modern color printing again and again has reproduced exquisite photos of the product on the surface of cartons and wrappings with mouth watering realism designed to stop traffic.

This combination of good packaging materials, brilliantly colored artwork, and a theme of fun upgrades the product—suggests itself as a seller to the retailer and stimulates impulse buying. Picture a bright, well displayed package with all these elements next to a cheap, drably colored carton made with outdated packaging materials. The finer package suggests quality. Even the most naive purchaser will question the worth of the product housed in the dull, flimsy container, regardless of the product's true merit.

The object of merchandising the candy product in an attractive, strong package is, of course, to sell the item. And once it is sold, it is hoped that the item will be consumed. The more a customer has available, the more will be consumed, and the best way to increase consumption is to make the product more available in quantity both in the store and the home. This is achieved through one of the most rapidly growing developments in packaging today—multiple unit packaging.

Because multi-packs are larger and are usually given greater display space, they capture the consumer's eye in much the same way as a billboard advertisement—and it is good idea to consider this type of packaging as billboard advertising. Here, the larger surface of the carton requires outstanding color and a detailed reproduction of the product. As the customer picks up the package and carries it through the store, the carton, in effect, becomes a portable billboard. As a convenience item, a multi-pack can be designed to serve as a basket for the candies in place of a serving dish. This is especially desirable when the manufacturer multi-packs several smaller packs of different flavors in one unit.

In addition to demanding larger and more colorful store displays and serving as billboard advertising, multi-packaging greatly facilitates special pricing, provides space for premium offers, illustrations and suggestions for different product uses, recipes, consumer contest details and rules. For the retailer, multiple packaging saves price marking and stocking time, speeds checkout operations, stimulates and earns greater displays and sells more of an already popular product.

With personal selling of foods practically a thing of the past, the package is the key to the success of a candy product. To achieve this success as a silent salesman on the self-service shelf the package must have functional appeal through convenience, strength and simplicity of form and aesthetic appeal — appeal to the senses of the customer through the use of vivid colors, design and copy suggesting that candy is a wholesome food that is fun to eat.

*The end*

## For Maximum Protection at Lowest Cost



Sweetone  
WAVEE  
Parchment

**SWEETONE WAVEE PARCHMENT** is the most economical grease proof box pad sold today. It is ideal when used as a safeguard against breakage for candy.

*Write Today* for a new folder containing actual samples of our complete line of Sweetone Paper Products for manufacturing confectioners including:

Glassine	Chocolate Dividers
Waxed Papers	Boat & Tray Rolls
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I'M MR.  
CANDY  
SALESMAN

I'M AT  
WORK  
24  
HOURS  
EVERY  
DAY!



  
THE HIGHEST  
HEAT AND  
HUMIDITY  
NEVER MAKE  
ME LOSE GLOSS OR SHAPE!

I'LL SELL IN  
A SUNNY  
WINDOW, A  
SALESMAN'S  
SAMPLE CASE,  
AND I IGNORE  
ROUGH TREATMENT.



I'M A PERMANENT  
PERFECT  
REPLICA  
OF YOUR  
CANDY AT  
ITS BEST...  
MADE BY



Mr. Candy Salesman  
is a registered trademark  
of the National Confectioners  
Association, Inc., Chicago, Illinois.

## New Packages



Whitman's has introduced a new package of cordial cherries, six pieces for 39 cents. A die cut folding box holds each piece in a partition, with all pieces visible.



Boscul mixed nuts are packed into tins with a parchment fluted cup, that forms a holder for the nuts when the can is opened. When the lid is removed from the can, it can be inverted so that the entire contents come out in the parchment cup, ready for serving.



Reeds is using a line of printed, pre-priced cello bags for the jobber trade. They are packed straight flavors, and pre-priced at 29¢.



Wilbur-Suchard Chocolate Company is marketing large sizes of three of their regular nickel and dime bars. Included is the milka 10½ ounces, bittra 10½ ounces and almond 9 ounces.



E. J. Brach and Sons is using a new counter display rack that can be used interchangeably for bags or window boxes. It displays up to forty packages in an area fourteen inches wide by twelve inches deep.

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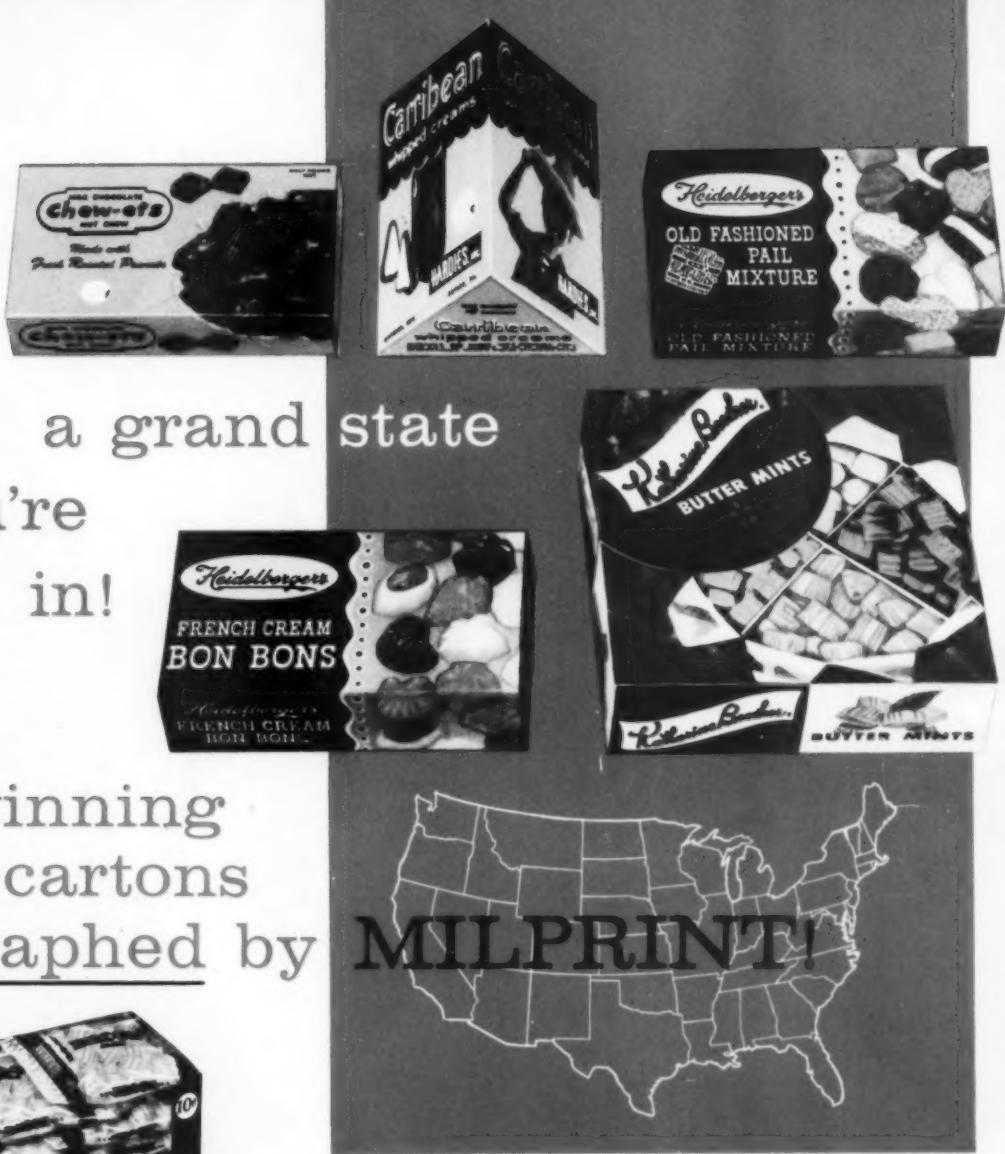
what

a grand state  
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Printed Cellophane, Pliofilm,  
Polyethylene, Saran, Acetate,  
Glossine, Vitafilm, Foils,  
Laminations, Folding Cartons,  
Bags, Lithographed Displays,  
Printed Promotional Material



From the stern and rock-bound coast to sunny Pacific shores, candy makers with a sharp eye for sales know how Milprint lithographed cartons make friends, fast. Their eye-catching design, brilliant color and precision printing provide that "buy me now" appeal that attracts, tells and sells more customers every hour!

Because Milprint's complete facilities handle the job from beginning to end, from idea to finished art, plate-making and printing, you're assured of "one company" responsibility throughout—plus the craftsmanship and experience of over half a century. Your sales will be in a grand state when you remember to call your Milprint man—first!



This insert lithographed by Milprint, Inc.



## Mighty sweet sellers — they look better in Saran Wrap



When extra protection is important, shoppers look for this hallmark.

Candies packaged in Saran Wrap\* are making mighty sweet sounds at the cash register nowadays. These peppermint candies are a good example. Sparkling, protective Saran Wrap gives them that extra eye-appeal that boosts impulse sales, builds profitable candy volume.

Saran Wrap is the completely transparent plastic film with a soft-to-the-touch feel of quality. Candies look so good, feel so good in Saran Wrap, customers just can't resist them. And these impulse sales turn to repeat sales in a hurry, because Saran Wrap keeps

candy fresher, longer. Saran Wrap helps keep out flavor-stealing air. Hard candies stay firm and fresh; soft candies don't dry out. And Saran Wrap is plenty tough enough to take rough handling by children.

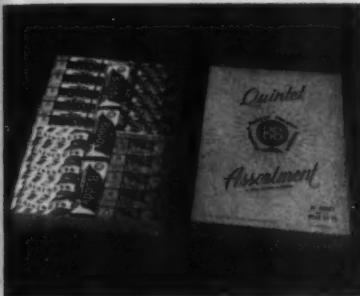
Let Dow packaging service show you why it pays to put the *Saran Wrap hallmark of protection* on your packages. Write today for more information on the sales advantages of Saran Wrap packaging. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Dept. PL1603D-1.

\*Trademark of The Dow Chemical Company

YOU CAN DEPEND ON



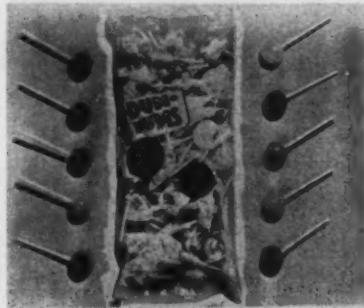
## New Packages



**Blumenthal Brothers** are selling a "Quintet Assortment" deal for fall bookings. The promotion package features Blumenthal's five largest selling items including 15 of each to give a 75 count assortment at a 72 count price.



**Peter Paul** is packing the five cent Coconut bar in a six pack. The blue and white carton with a cello window, contrasts with the red and maroon bar wraps. The back of the carton promotes other Peter Paul Products.



**Spangler Candy Company** is using this two-color polyethylene bag for their assortment of Dum-Dum pops. Ten colors and flavors are used in this assortment.

# ONE OPERATOR can handle all of your bag requirements

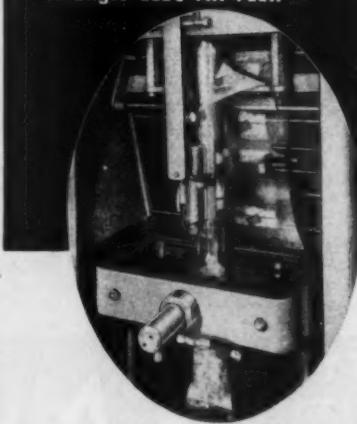


**SHE:** makes, fills, seals and case packs.



**YOU:** pocket \$40 to \$80 savings per day

**ALL:** at a machine investment of only \$2.25 per day with Triangle ELEC-TRI-FLEX



Handles up to 24,000 bags per day all automatically yet will return good profit on as few as 3000 bags per day.

Bags are formed from roll stock, filled and sealed automatically. Volumetric filler or net weigh scale. Handles most bag sizes.

*Here's the way to meet rising labor and material costs and keep your own packaging costs competitive. Do it with the new low-cost bag making, filling and sealing machine — Triangle ELEC-TRI-FLEX.*

With it, one operator makes, fills and case packs from 35 to 50 bags per minute. You use inexpensive roll stock and eliminate the need for at least two operators on most operations — all at considerable increase in output. Savings, in labor alone, can amount to \$15 to \$40 per day.

**TRIANGLE PACKAGE MACHINERY COMPANY**  
6639 W. Diversey Ave., Chicago 35, Illinois

Send for the Triangle no cost plan calculator. See how you can own this machine for as little as \$2.25 per day.



### O.K. TRIANGLE

Send calculator and details on ELEC-TRI-FLEX.

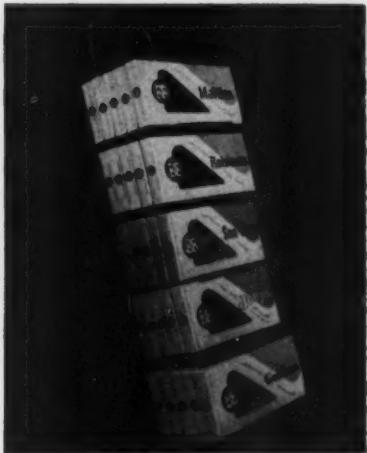
Name \_\_\_\_\_

(CLIP TO LETTERHEAD AND MAIL)

ASK ABOUT DEFERRED PAYMENT PLAN



## New Packages



**Blumenthal Brothers Chocolate Company** are packing five of their regular items in special boxes for sale through wholesalers to independent retailers. The packages are designed for sale at 25¢. A wire

rack counter display is packed in the shipping case for delivery on all initial orders.



**Sweets Candy Company** has two new packages for the season, with a large point of sale poster to merchandise one of them. The Pirate package holds fifty pops, and retails for 49¢. The folded carton in the shape of a house holds fifty cellophane packets of assorted small candies for 49¢.

**Independent Halvah & Candies**, Brooklyn, is using a poly coated cellophane for vacuum packaging is Joyva brand halvah. The half pound

piece is cut into three bars. The package is aimed especially at the cheese cases of food stores.



**Arden Candies** has introduced three hard candy items in a set of Apothecary jars, labeled with a foil tag hanging from a metallic string.

# COOPER-STYLED FOLDING BOXES

*Sweet in Design  
as the Candy inside*

**COOPER Paper Box Corporation, Dept. M**  
**Buffalo 10, New York.**

Please send us Display Brochure of Cooper-styled Boxes with prices.  
Our firm name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# MURNANE

*"Lint Free"*

## PAPERBOARD PRODUCTS

Base Cards, Boats, Trays, Dividers, etc.  
for use in automatic wrapping machines.

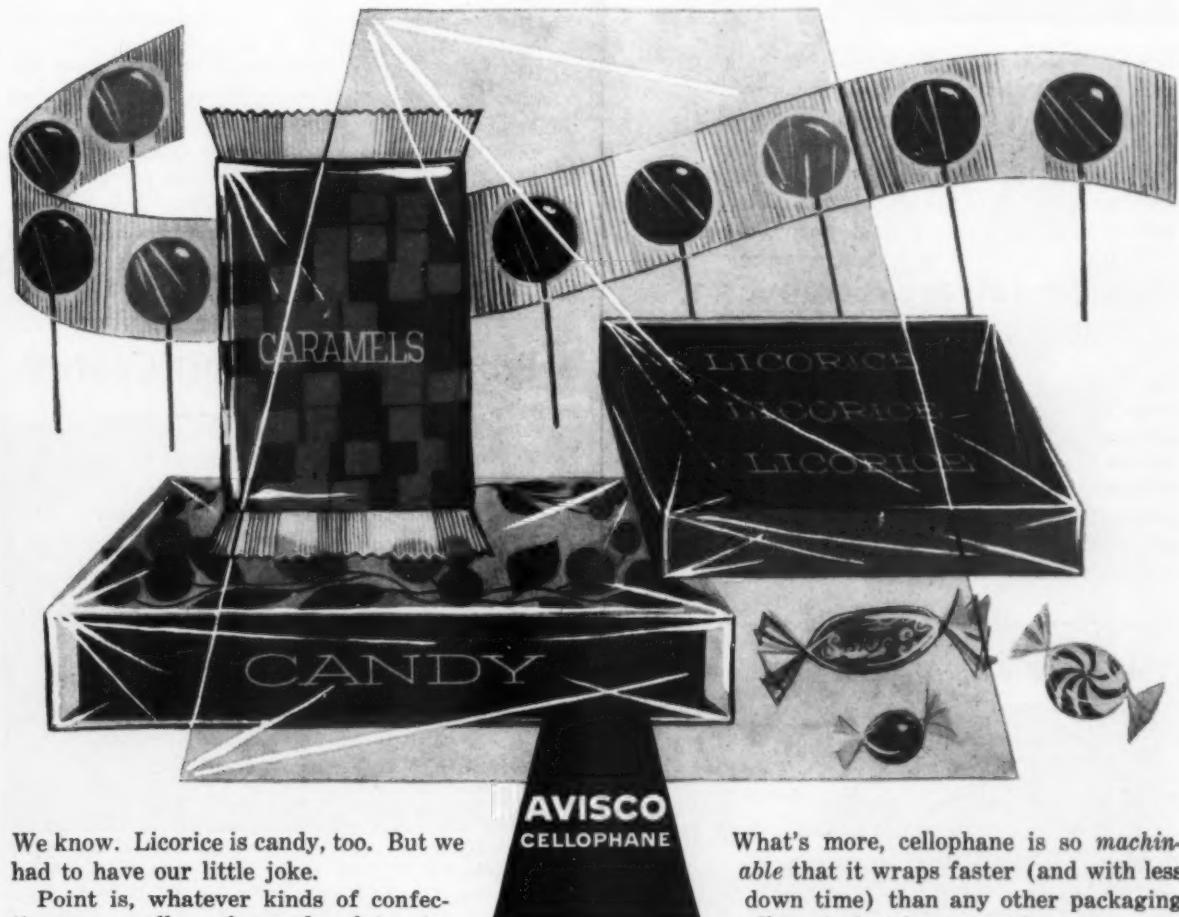
also

LINT FREE PREASSEMBLED NEST PARTITIONS, DIVIDERS AND LAYER CARDS. "H. T. NON-STICK" TREATED CARDS AND BOATS FOR STICKY BARS

**MURNANE PAPER COMPANY**  
1510 N. KOSTNER AVE., CHICAGO 51, ILL.  
WRITE OR CALL COLLECT CAPITOL 7-5300

# Candy sells dandy and licorice quicker

IN AVISCO CELLOPHANE



AMERICAN VISCOSÉ CORPORATION • Film Division • 1617 Pennsylvania Blvd. • Philadelphia 3, Pa.

# Helpful Books for Candy Plant Executives

## Confectionery Analysis and Composition

by Stroud Jordan and Kathryn E. Langwill

This volume, first published in 1946, is still the only published reference work on the subject of confectionery analysis. It concerns itself with applicable data that covers composition of basic raw materials as well as that of the finished confections in which they have been employed.

## Choice Confections

by Walter Richmond

This new book contains 365 formulas for making two batch sizes, one for hand work and one for machine work. There are instructions for each batch, with suggestions as to the methods of coloring and flavoring for variety. A glossary is included, both of candy and chemical terms. All of the formulas are cross indexed, and a complete chapter is presented on chocolate.

## How to Salvage Scrap Candy

by Wesley H. Childs

This booklet is a complete revision of the author's work "Modern Methods of Candy Scrap Recovery" published in 1943. A considerable amount of information has been collected since that time on methods and techniques of salvaging scrap candy. This booklet covers all types of candy, and gives many practical and economical ways of converting scrap candy into a useful form for re-use.

- How to Salvage Scrap Candy \$2.00
- Choice Confections \$10.00
- A Textbook on Candy Making \$6.00
- The Candy Buyers' Directory and The Directory of Candy Brokers \$4.50
- Confectionery Analysis and Composition \$6.00
- Profits through Cost Control \$2.00

## A Textbook on Candy Making

by Alfred E. Leighton

Here is a textbook where the reader can learn the basic fundamentals of candy making, the "how" and "why" of the various operations in non-technical terms. Particular attention is given to the function of raw materials, and why each is included in a formula.

## The Candy Buyers' Directory The Directory of Candy Brokers

1957 Edition

The Candy Buyers' Directory is an alphabetical and classified directory of wholesale candy manufacturers giving information on what type of candy is made by each firm, and in some cases the type of packaging used. The Directory of Candy Brokers is a geographical listing of over 600 candy brokers giving the accounts that they handle, the territory covered and the number of salesmen.

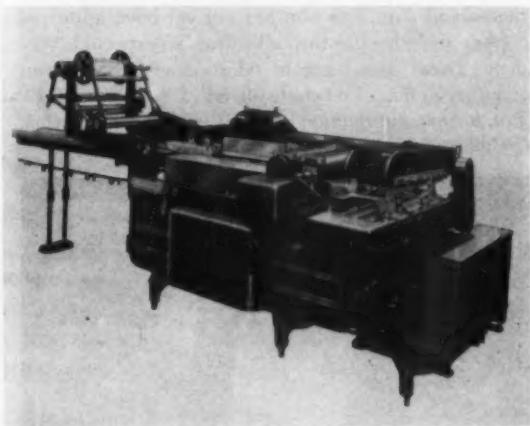
## Profits Through Cost Control

by Frank Buese and Eric Weissenburger

This material deals with the problems of cost control in candy plants including planning for profit. The emphasis is on planning operations so that a profit will be made, and in early detection of those factors which will adversely affect profit.

<input type="checkbox"/> How to Salvage Scrap Candy \$2.00	Book Department The Manufacturing Confectioner Publishing Company 418 N. Austin Blvd. Oak Park, Illinois	Date.....
<input type="checkbox"/> Choice Confections \$10.00	Gentlemen:	
<input type="checkbox"/> A Textbook on Candy Making \$6.00	Enclosed is my check for \$..... to cover the cost of the books I have checked at the left.	
<input type="checkbox"/> The Candy Buyers' Directory and The Directory of Candy Brokers \$4.50	Name .....	Title .....
<input type="checkbox"/> Confectionery Analysis and Composition \$6.00	Firm .....	
<input type="checkbox"/> Profits through Cost Control \$2.00	Street .....	
	City .....	Zone ..... State .....

## New Products



A new continuous wax paper wrapping machine has been developed which wraps and heat seals any shaped package in wax paper and completely heat seals it at speeds up to 125 per minute.

For further information write: Hudson Sharp Machinery Company, Green Bay, Wisconsin.

Styrene plastic packages have been developed that are said to sell at the prices of paper containers. High impact styrene is used for the body, and the cover can be of either styrene or polyethylene. Covers can be printed in one or more colors, or labeled with heat sensitive paper labels.

For further information write: Nalle Plastics, Inc., 810 W. Second Street, Austin 1, Texas.



Pre-labeled poly bags have been developed in which the label is fixed onto the bag, between the top edges, during fabrication of the bag from roll stock. These bags are far easier to handle, as they normally open to the label. This construction eliminates separate handling of bags and labels, and the bag can be stapled or heat sealed after filling.

For further information write: Par-Pak Company, 19932 Detroit Road, Cleveland 16, Ohio.

**WRAP TO PLEASE**

**For Goodness Sake!**



Candies taste fresher —  
sell faster—and cost you  
less to package on the  
**Automatic Campbell Wrapper**

- Wraps 3 to 5 units per second!
- Keeps candies factory fresh
- Wraps without crush or breakage
- Requires no boards—unless desired
- Uses all types of wrap materials
- Heat, glue or crimp seals
- Wraps products of most any shape
- Save labor with 1 person operation



Write for brochure

**Campbell**  
WRAPPER

Manufacturers of Andina and Grawe Presses, Folders, Interfolders, Laminators, Waxers, Embossers, Slaters, Sheeters, Roll Winders, Packaging Machines, Creapers and Frize Converting Units

NEW YORK  
66 WEST  
42 STREET



Rhinelander

# GLASSINE

*for Packaging*

Rhinelander Glassine and Greaseproof protective papers are versatile, and offer big advantages to candy makers:



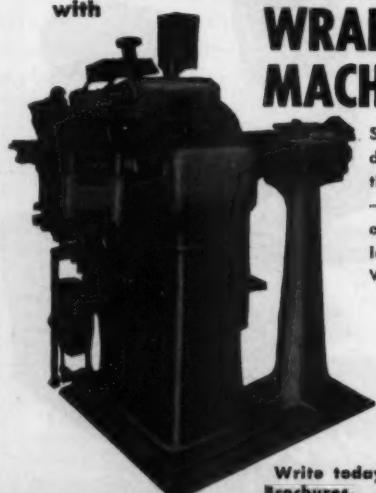
1. Attractive glossy appearance is combined with positive greaseproof protection.
2. G and G papers retard rancidity. Prevent staining.
3. Resist moisture (coated or waxed grades).
4. Fabricate and print easily.
5. Cost is reasonable in relation to performance.

## RHINELANDER PAPER

Rhinelander Paper Company, Rhinelander, Wisconsin  
Subsidiary of St. Regis Paper Company

**Speed Makes The Difference!**  
**450 CARAMELS CUT and WRAPPED EVERY MINUTE**  
**IDEAL HI-SPEED WRAPPING MACHINE**

with



Speed that's always dependable — Safety than can be counted on — maximum production at least cost—that's the Ideal Special Caramel Wrapping Machine!

Only 2 personnel required for this entirely automatic operation.

Write today for FREE Brochures.

**IDEAL WRAPPING MACHINE COMPANY**

MIDDLETOWN NEW YORK U.S.A.

A water soluble packing film has been developed based on polyvinyl alcohol. This is a very tough, though not self-supporting, film that dissolves very quickly in water but which will hold its strength in a high humidity atmosphere. One of its present uses is by a large manufacturer for packaging  $\frac{1}{2}$ -ounce of packets of household dye. This film has not yet been approved for food use though this approval is expected very shortly. There is no taste or odor associated with this film, either as film or when dissolved.

For further information write Mono-Sol Corporation, 407 County Line Road, Gary, Indiana.



A colored poly stock bag has been developed with extruded opaque color covering the back and forming a border on the face. The color is extruded on the poly as it is being made, so it cannot scuff or come in contact with the contents. A variety of colors are available, and the size of the window can be varied. The bag can be printed to order.

For further information write; Packaging Materials Service, Division of Milprint, Inc., Milwaukee, Wis.

### Repacking Clinic Report

The summary of discussion at the Repackers Convention sponsored by the National Candy Wholesalers Association last February is now available in book form. The publication is an edited transcript of the two-day clinic attended by over sixty repackers of confectionery located in all sections of the country.

The price of the publication is \$15.00 to non-members of NCWA and \$5.00 to members. Copies available from the NCWA, 1424 K Street, N.W., Washington 5, D.C.

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## THE MANUFACTURING CONFECTIONER

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- Candy Clinic
- Candy Packaging
- Candy Equipment Preview
- Technical Literature Digest
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- And many other features

418 N. Austin Blvd.

Oak Park, Illinois



# ECONOMY

**in packaging begins with the film**

Boyertown Packaging Service Corporation used VISQUEEN for C. N. Simon Candy Company's Pennsylvania Dutch sweets. Said the judges at the first national flexible package contest: "Delightful Pennsylvania Dutch design is appealing and suggests candy origin. The heat-sealed 3 mil polyethylene gives adequate protection for difficult product formerly in glass. Breakage has been eliminated and new outlets opened. Sales have increased consistently."

VISQUEEN film's superior uniformity permits use of thinner, more economical gauges. The margin of safety is built in—and greater. Absence of thin spots eliminates breakage, down-time. More production per hour of labor; higher machine speeds result.

VISQUEEN film is ageless. Will not deteriorate or dry out. Does not become brittle. Can be had in gauges less than one mil. VISQUEEN film needs no special grade for summer and winter. Yield per pound of film is higher. Economy is only one reason why leading packagers and package makers prefer VISQUEEN film. Others: Greater stiffness and body make fabrication easier. Superior uniformity gives better machinability. Greater clarity makes packaged merchandise more salable. Longer experience and greater research facilities of VISKING technicians assures higher quality—and quality cuts packaging costs. Write us, or mail the information request tag for details.

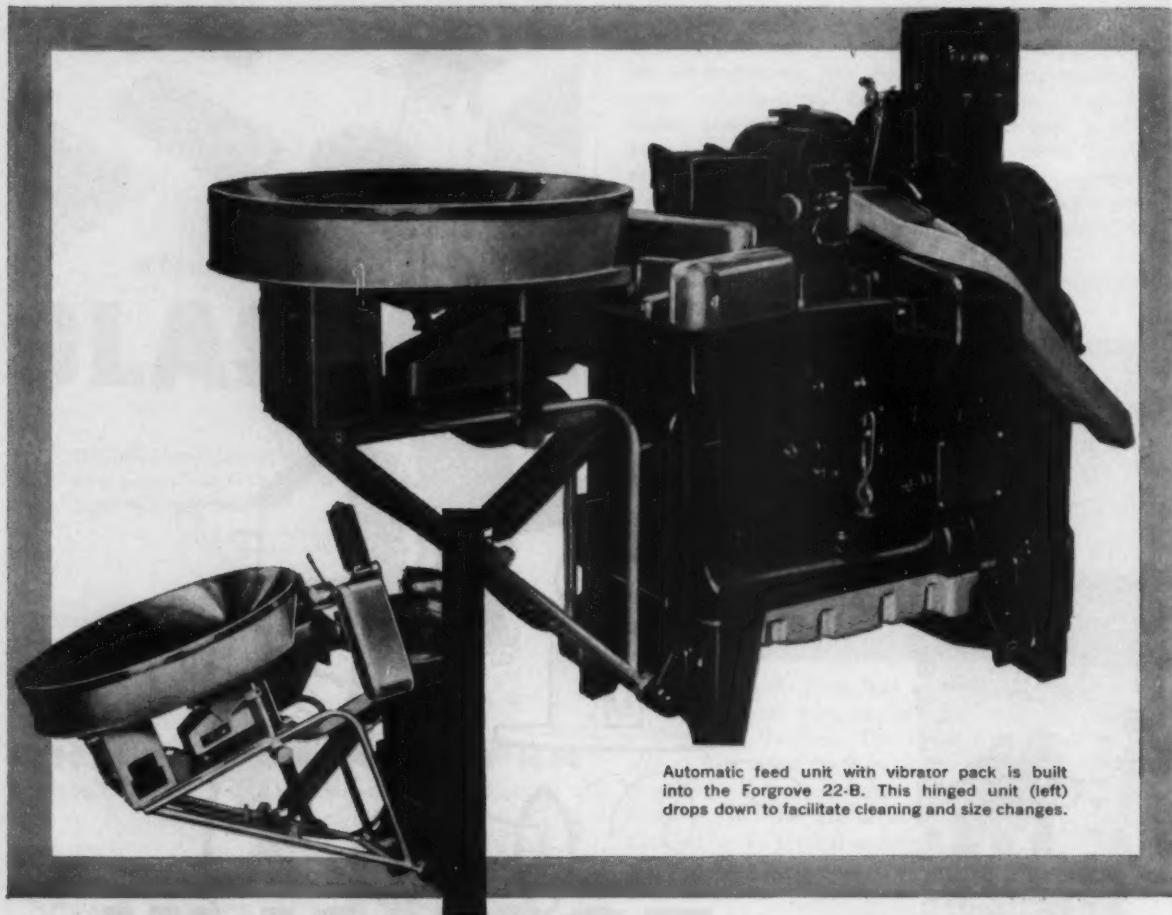
**VISQUEEN** film is all polyethylene, but not all polyethylene film is **VISQUEEN**. Only **VISQUEEN** film has the benefit of research and resources of **VISKING COMPANY**.

PLASTICS DIVISION  
**VISKING COMPANY** Division of  
P.O. Box 1410 Terre Haute, Indiana  
In Canada: Visking Limited  
Lindsay, Ontario.



Corporation

Information request tag  
**VisQueen**  
Trade Mark  
clip this tag—#MC10  
attach to letterhead, mail.



Automatic feed unit with vibrator pack is built into the Forgrove 22-B. This hinged unit (left) drops down to facilitate cleaning and size changes.

## New Forgrove 22-B Twist Wrapper Brings You **HIGHER SPEED, IMPROVED OPERATION**

To get tight, attractive fantail twist wraps for hard candies or soft centers, you'll want this new Forgrove Model 22-B. Recently redesigned, the 22-B gives you the advantages of higher speeds—up to 250 tight wraps a minute—with gentler handling of individual pieces, and automatic operation with a built-in feed unit.

You can wrap any conventional shape on the Model 22-B. Size limits are (approximately)  $\frac{3}{8}$ " to  $1\frac{1}{4}$ " long,  $1\frac{1}{4}$ " to  $2\frac{3}{8}$ " girth, and  $7/16$ " to  $\frac{3}{8}$ " height. Wrappers may be cellophane, waxed

paper or reinforced foil, with a waxed paper or foil inner strip optional.

One operator can tend 2 or 3 machines. A variable speed handwheel adjusts operating speeds, and size change-overs are quick and easy, taking only 10 minutes. To get detailed information on this new Model 22-B for quality fantail twist wrapping, contact your nearest Package office. There are also other Forgrove machines that twist wrap oval shapes, stick candy and lollipops, or give crimp, rat-tail and ice bonbon wraps.

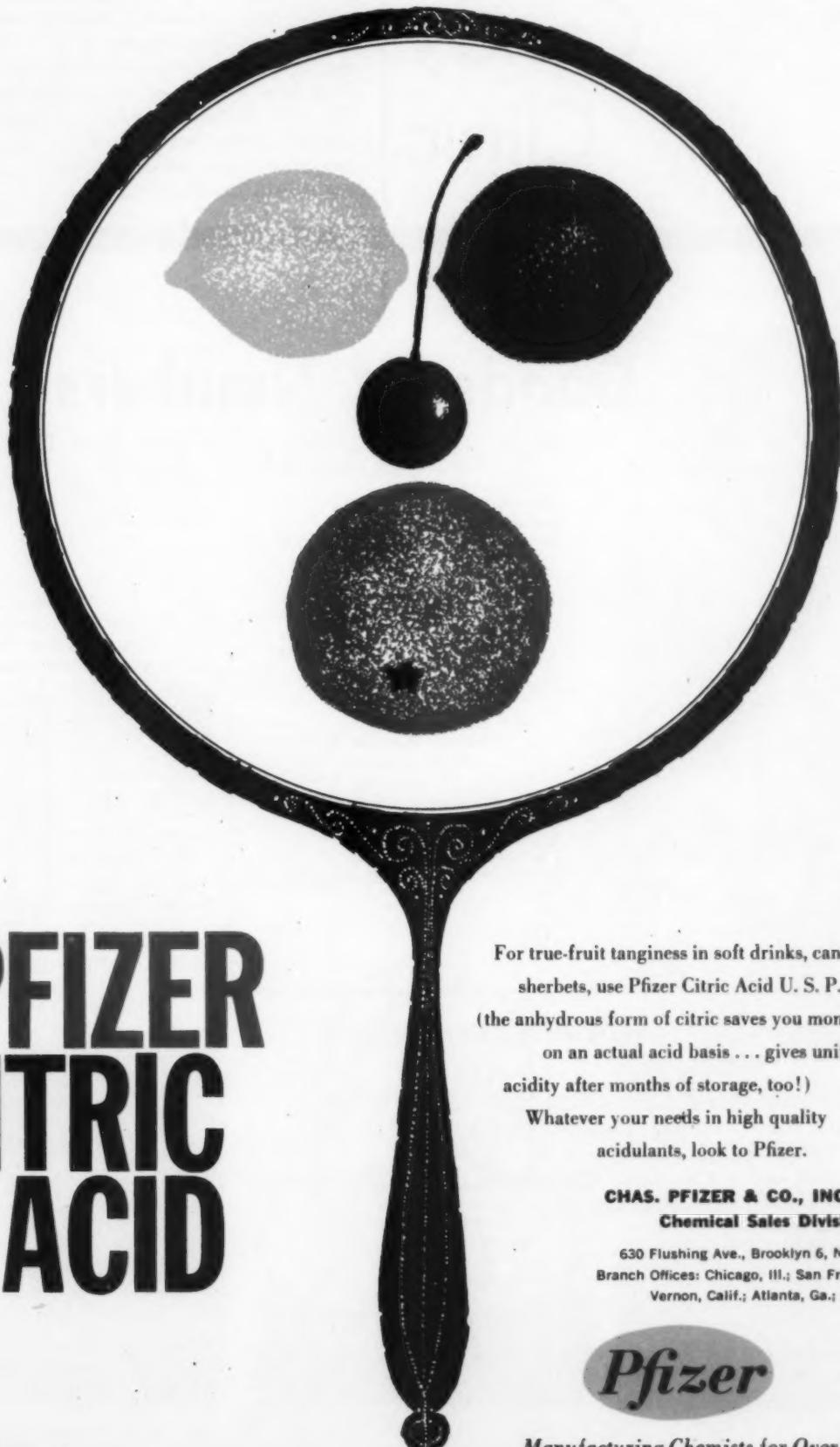
### EAST LONGMEADOW, MASSACHUSETTS

NEW YORK • PHILADELPHIA • BOSTON • CLEVELAND • CHICAGO • ATLANTA  
DALLAS • DENVER • LOS ANGELES • SAN FRANCISCO • SEATTLE • TORONTO  
Sole agents in the U. S., Canada and Mexico for all Forgrove candy-making and  
wrapping machines.

**PACKAGE**  
MACHINERY COMPANY



*You mirror the flavor more faithfully with . . .*



For true-fruit tanginess in soft drinks, candy,  
sherbets, use Pfizer Citric Acid U. S. P. Anhydrous  
(the anhydrous form of citric saves you money  
on an actual acid basis . . . gives uniform  
acidity after months of storage, too!)

Whatever your needs in high quality  
acidulants, look to Pfizer.

**CHAS. PFIZER & CO., INC.  
Chemical Sales Division**

630 Flushing Ave., Brooklyn 6, N. Y.  
Branch Offices: Chicago, Ill.; San Francisco, Calif.;  
Vernon, Calif.; Atlanta, Ga.; Dallas, Tex.

**Pfizer**

*Manufacturing Chemists for Over 100 Years*

The MANUFACTURING CONFECTIONER'S

# Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

## Bar Goods; 5¢ Numbers

### Code 10A7

**Coated Chocolate Paste Bar**  
1½ ozs.—10¢

(Purchased in a chain drug store,  
Oak Park, Ill.)

**Appearance of Bar:** Bar

**Size:** Small for a ten cent seller.

**Wrapper:** Inside foil, outside wrapper  
of wax paper printed in brown and  
gold.

**Coating:** Light: Fair; very greasy.

**Center:**

Color: Good

Texture: Good

Taste: Fair

**Remarks:** Bar is highly priced at ten  
cents. Coating is not up to the stand-  
ard used on ten cent bars.

### Code 10B7

**Milk Chocolate Almond Bar**  
¾ ozs.—5¢

(Purchased in a chain drug store,  
Oak Park, Ill.)

**Appearance of Bar:** Good

**Size:** See remarks.

**Wrapper:** Inside paper backed foil; out-  
side yellow cellulose printed in red.

**Coating:** Good

**Almonds:** Good

**Taste:** Good

**Remarks:** The best bar of this type we  
have examined this year. Very good  
quality. Suggest making bar a little  
thinner so that it could be made  
longer as it looks small for a choco-  
late bar.

### Code 10J7

**Chewey Nougat Bar  
With Cashews**  
1¼ ozs.—5¢

(Purchased in a drug store,  
Albany, Oregon)

**Appearance of Bar:** Good

**Size:** Good

**Wrapper:** Glassine printed in brown and  
white.

**Bar:**

Color: Good

Nuts: Good

**Texture:** Good

**Taste:** Good

**Remarks:** The best undipped nut nougat  
bar we have examined this year. Well  
made and good eating.

### Code 10K7

**Chocolate  
Coconut & Marshmallow  
In A Paper Cup**  
1½ ozs.—10¢

(Purchased in a drug store,  
Albany, Oregon)

**Appearance of Piece:** Good

**Size:** Small for a 10¢ seller.

**Wrapper:** Cellulose wrapper printed in  
red and gold.

**Coating:** Light: Good

**Center:** Vanilla marshmallow

Color: Good

Texture: Good

Taste: Good

Coconut: Good

**Remarks:** A good eating piece.

### Code 10C7

**Candy Cigarettes—5¢**  
(Purchased in a variety store,  
Oak Park, Ill.)

**Appearance of Package:** Good

**Container:** Two boxes: one Camel print-  
ed, and one Lucky Strike printed.  
Printed cellulose wrappers.

**Cigarettes:**

Color: Good

Texture: Very hard

Flavor: Could not identify flavor.

**Remarks:** A good looking five cent seller  
but cigarettes are not up to standard.

### Code 10D7

**Candy Lipstick Toy—10¢**  
(Purchased in a variety store,  
Oak Park, Ill.)

**Appearance of Piece:** Good

**Container:** Small tube mounted on a  
printed cardboard. Tube similar to a

## Candy Clinic Schedule For the Year

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Chewy Candies; Caramels; Brittles

MARCH—Assorted Chocolates up to \$1.15

APRIL—\$1.20 and up Chocolates; Chocolate Bars

MAY—Easter Candies; Cordial Cherries

JUNE—Marshmallows; Fudge

AUGUST—Summer Candies

SEPTEMBER—Uncoated & Summer Coated Bars

OCTOBER—Salted Nuts; Gums & Jellies

NOVEMBER—Panned Goods; 1¢ Pieces

DECEMBER—Best Packages and Items of Each Type Considered  
During the Year.

lipstick tube. Colored in red and blue, it contained a stick of hard sugar candy.

Candy:

Color: Good

Texture: Too hard

Flavor: Could not identify flavor.

Remarks: Highly priced at ten cents. Poorly made candy.

**Code 10E7**  
**Milk Chocolate Coated**  
**Chewey Bar**  
**1-1/16 ozs.—5¢**  
(Purchased in a chain drug store,  
Oak Park, Ill.)

**Appearance of Bar:** Good

**Size:** Good

**Wrapper:** Inside wax wrapper; outside glassine printed in yellow, blue and brown.

**Coating:** Good for a five cent seller.

**Center:**

Color: Good

Texture: Good

Taste: Good

**Remarks:** The best bar of this type we have examined at five cents.

**Code 10F7**  
**Licorice Sticks**  
**1-3/16 ozs.—5¢**  
(Purchased in a variety store,  
Oak Park, Ill.)

**Appearance of Package:** Good

**Size:** Good



**Wrapper:** Cellulose printed in red, white and gold.

**Licorice:**

Color: Good

Texture: Good

Flavor: Good

**Remarks:** The best licorice sticks we have examined in some time. Well made and good eating.

**Code 10G7**  
**Milk Chocolate Coated**  
**Chocolate Nut Fudge Bar**  
**1-1/4 ozs.—10¢**  
(Purchased in a drug store,  
Albany, Oregon)

**Appearance of Bar:** Good

**Size:** Small for a 10¢ seller.

**Wrapper:** Paper backed foil printed in blue.

**Bar:**

Coating: Good

Texture: Good

Nuts: Good

Taste: Good

Color: Good

**Remarks:** A good eating nut fudge bar, but small for a 10¢ seller.

**Code 10M7**  
**Milk Chocolate & Cashew**  
**Coated Marshmallow Bar**  
**1-1/2 ozs.—10¢**  
(Purchased in a drug store,  
Albany, Oregon)

**Appearance of Bar:** Good

**Size:** Small for a 10¢ seller.

**Wrapper:** Paper backed foil printed in red and white.

**Bar:**

Coating: Fair

Center:

Color: Good

Texture: Tough

Taste: Fair

**Remarks:** Bar lacked flavor. Coating is not up to the standard used in other 10¢ bars at 1-1/2 ozs. Highly priced at 10¢.

**Code 10L7**  
**Chocolate Mound Bar**  
**2 ozs.—10¢**  
(Purchased in a retail candy store,  
Albany, Oregon)

**Appearance of Mound:** Fair

**Size:** Small for a 10¢ seller.

**Wrapper:** Glassine wrapper printed in blue and white.

**Coating:** Fair

**Center:** Cream

Color: Good

Texture: Tough

Taste: Rancid

Peanuts: Fair

**Remarks:** This piece needs checking up. Poor coating. Peanuts were old and center formula should be changed. Highly priced at 10¢.

**Candy is Dandy**

flavored with

foole &  
Jenks

**Raspberry  
and Cherry**



**COLORED COATINGS**

Add color to your package!

Bon bon coatings in pink, green, peach, yellow and white.

**Nu Coat**  
**Bon Bon**  
**Company**

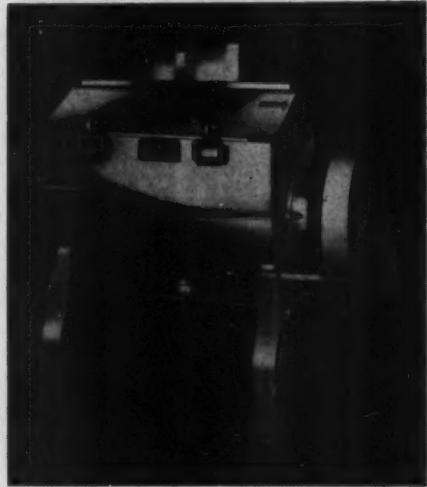
4338 N. Western Avenue  
Chicago 18, Illinois

*for Better Marshmallows*

## the SAVAGE BEATER

IS YOUR ANSWER. The Savage latest improved sanitary marshmallow beater is constructed with stainless steel tank, shaft, paddles and breaker bars—100% sanitary. This beater is considered

standard by manufacturers. Built for strength and durability, it assures perfect manipulation of each batch. Hundreds of users in the United States and foreign countries prefer the Savage Beater for its economy in operation and performance in production, because it saves time, space, and operating cost. Four 200 pound Savage Beaters will supply a mogul for continuous operation.



### THE FIRST COST IS THE LAST COST

- Unexcelled for volume and lightness
- Stainless construction—100% sanitary
- No corners for contamination
- Outside stuffing boxes—no leakage possible
- Maximum beating for volume
- Faster heat discharge from batch
- Creates volume suction of cold air
- Larger water jacket for quick cooling
- 6" outlet valve for quick emptying
- Less power needed with roller bearings
- Large two piece air vent—sanitary
- Direct motor drive
- Sizes available: 150 lb. or 80 gal. capacity  
200 lb. or 110 gal. capacity

SAVAGE oval type marshmallow beater also manufactured with stainless water jacketed, galvanized cast iron heads, paddles and breaker bars.

**SAVAGE BROS. CO.**

2638 Gladys Ave.

Chicago 12, Ill.



Since 1855

Code 10H7  
Coated Creme Mint Bar  
1 1/4 ozs.—5¢  
(Purchased in a drug store,  
Albany, Oregon)

Appearance of Bar: Good

Size: Good

Wrapper: Glassine wrapper printed in green and white.

Coating: Fair

Center:

Color: Good

Texture: Hard and dry

Flavor: Good

Remarks: Bar was in a very hot place or the formula for the center needs checking up.

Code 9B7  
Milk Chocolate Peanut  
Coated Cream Pattie  
2 1/4 ozs.—10¢  
(Purchased in a drug store,  
Chicago, Ill.)

Appearance of Pattie: Good

Size: Good

Wrapper: Glassine wrapper printed in yellow and brown, red and white.

Pattie:

Peanut Milk Chocolate Coating: Good

Center:

Color: Good

Texture: Good

Taste: Good

Remarks: The best pattie of this type we have examined this year. Very good quality.

*Automatic Topping... FOR DRY INGREDIENTS. SIV-O-DUST!*

SAVES INGREDIENTS by uniform distribution, where needed, in economical amounts.

IMPROVES PRODUCT in appearance, in customer satisfaction.

SAVES TIME, CUTS COSTS. Synchronized operation. Reduces waste.

For practically all topping.

For:  
NUTS  
grated and sliced  
SEEDS  
SUGARS  
CINNAMON  
combinations  
MEALS  
CRUNCHES  
DECORETTES

Flexibility of installation, wide range of sizes suit SIV-O-DUST to many applications.

CHRISTY MACHINE CO.  
Dept. 1070 Fremont, Ohio

Send literature, no obligation.

Name.....

Address.....



**H**ere is Mr. Edward McCrea, of Equi's Candies, Turners Falls, Massachusetts. He is showing a wooden box that he has been using for the past 34 years for mixing peanuts. Remember when chocolate was packed in 100 lb. wooden cases? Do you remember the Handy Chocolate Company?

Mr. McCrea is now the owner of Equi's Candies, since Mr. John Equi died two years ago, at the age of 92.

# For Flavor Distinction in Your Chocolate use **MIL-LAIT™**



**ENZYME MODIFIED WHOLE MILK POWDER  
Adds 'Sell'—because All America Loves It**

MIL-LAIT helps you to produce the "million dollar" flavor in chocolate that has become the success mark of large manufacturers. Only a small amount of MIL-LAIT, an enzyme modified 20½% butterfat, whole milk powder, is needed as a partial replacement of normal whole milk powder to achieve this distinctive flavor . . . uniformly the year around . . . with assurance of excellent shelf life.

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**DAIRYLAND FOOD LABORATORIES, INC.**  
419 FREDERICK STREET P. O. BOX 524  
WAUKESHA, WISCONSIN



**MERCKENS CHOCOLATE COMPANY, INC.**

155 Great Arrow Avenue, Buffalo 7, New York

BRANCHES AND WAREHOUSE STOCKS IN  
BOSTON, NEW YORK, CHICAGO, LOS ANGELES, OAKLAND, SALT LAKE CITY, SEATTLE

# SUGAR REPORT

by Charles Fuchs

There is little in the way of change to look forward to for the balance of the year as far as the domestic refined price structure is concerned. In the Middle West prices are about at their lows for the year on beets and cane, but the situation is entirely different in the Northeast. In this, the largest consuming section in the country, distribution being over 43% of the total, refined prices are close to the highs since the 1920's.

Considerable disappointment was recently expressed when a decline of 10¢ to 9.15 developed on September 3rd, and the writer was quoted in a trade publication when he had forecast a lower price, perhaps to 9.00. The same trade source reported a statement from an Eastern refiner who refused to be quoted, citing recent wage and packaging costs as reasons for a somewhat larger raw to refined margin, and hinted the possibility of a further Northeast price decline was remote.

In making a study of what has happened to refiners margin's it is interesting to note that the average spread for the 5 year period 1952 to 1956 was 254 points. The average spread last year was 270 points or 16 points above the previous five year average. The current margin in the Northeast, based on 6.20 raws and 9.15 refined is 295 points or 25 more than last year's average, and a greater increase in the one year than in the pre-

vious five year period. Of course, there may still be some high priced inventory to be liquidated and when it is, if raws remain at around present levels, it is still the writer's opinion that a lower price is possible.

## CALENDAR

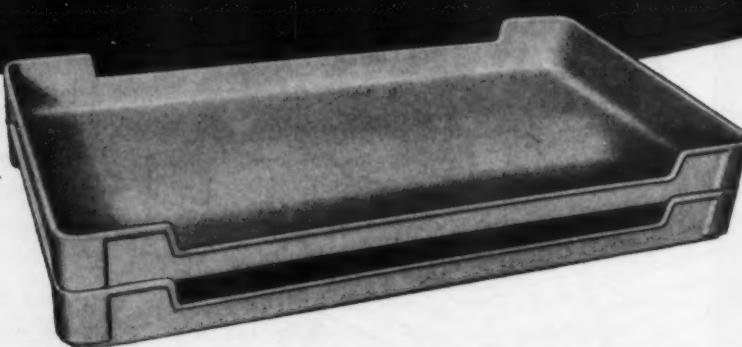
- October 13-16: National Automatic Merchandising Assn. Philadelphia Convention Hall, Philadelphia, Pa.  
October 15—Philadelphia Section, AACT, Dairy Maid Restaurant, Philadelphia, Penna.  
October 15—Chicago Section, AACT, Graemere Hotel, Chicago, Ill.  
October 25-26: Tobacco Distributors Assn. of N.J., Robert Treat Hotel, Newark, N. J.  
October 28-30—Packaging Institute, Annual Forum, Statler Hotel, New York, New York  
December 12-13, Western Confectionery Salesmen's Assn., La Salle Hotel, Chicago.

### 1958

- March 2-9: European Packaging Federation Congress, Dusseldorf, Germany.  
April 23-25: Pennsylvania Manufacturing Confectioners' Assn. 12th Annual Production Conference, Franklin & Marshall College, Lancaster, Pa.  
July 6, 7, 8, 9: Associated Retail Confectioners Annual Convention, Mark Hopkins Hotel, San Francisco, Calif.  
July 6, 7, 8, 9, 10: National Confectioners Assn., Sheraton Palace, San Francisco, Calif.  
August 3-7, National Candy Wholesalers Assn., Inc. annual meeting, Commodore Hotel, New York, N. Y.

## NEW SANITARY TRAY FOR TRANSPORTING, DRYING CANDY

MOLDED FIBERGLASS by **TOTELINE**



Toteline's molded fiberglass tray will end your sanitation problems. Unlike wood, Telotline trays are smooth, non-porous, seamless, retain no odor. They don't splinter. They clean so easily—just dip in hot water and they're ready for re-use. Model 519 stacking tray is recommended for transporting and drying candy centers. Write for Bulletin 519.

Model 476—TOTELINE tray for dust proof, air tight stacking.

# TOTELINE

made by MOLDED FIBER GLASS TRAY CO., Linesville, Pa.  
World's largest producers of reinforced plastic trays and tote boxes  
REPRESENTATIVES IN PRINCIPAL CITIES AND CANADA





**GOOD TASTE  
TELLS YOU  
IT'S NESTLÉ'S**



The delicacy of the superior flavor that denotes quality is the prime consideration at Nestlé's, makers of the finest in coatings through unvarying, rigidly applied standards of Quality Control.

**PETER'S • RUNKEL'S •**

**NESTLÉ®**

**THE NESTLÉ COMPANY, INC.  
3 WILLIAM STREET • WHITE PLAINS, N.Y.**

© Trade Mark Reg.



**At left is Charles H. Birnn, founder of the company, with John Price, production manager.**

## Variety is the spice of Birnn's business

A wide variety of candy, with frequent introduction of new items, is helping to build volume for the five retail Birnn Candy stores in central New Jersey.

Birnn's believes in carrying a little bit of everything so as to appeal to varied consumer tastes which change often. For that reason the stores stock in addition to a full line of home-made chocolates, all sorts of specialties, hard-to-get candies, even party novelties and favors to justify their contention as a one-step dessert center.

"The more varieties you show, the easier it is to push your best sellers," explains Edward Birnn, owner. "We find that carrying an intensified line helps push the fast-movers up. It gives the public an immediate impression that they know that they'll get what they want when they come here. When you have to appeal to a mixed trade such as we have, made up of heterogeneous backgrounds and income, this element of completeness is all important."

Cashew dainties, made of caramel, cashews and chocolate, and a specialty of the house since it was introduced some 20 years ago, has always been the best seller. This is closely followed by a new item, frappe fluff, an aerated candy lighter than marshmallow and in three flavors—maple, vanilla and mint with nut toppings. Right behind are the butter crunches.

In sharp contrast to these fast-movers is the rare list such as guava jelly, followed by hard candies in glass jars. These include cranberry horehound, coltsfoot, sassafras, maple and scorched molasses.

The hard-to-get confections draw a wide following with such selections as sugared ginger, pignolia, almond and pecan brittles. Even dietetic candies are not overlooked. The result is that no visitor to the store leaves disappointed—it's all there to choose from.

### Mass store displays

This atmosphere of wide variety and freshness impresses a visitor immediately upon entering any of the stores at New Brunswick, Red Bank, Somerville, Perth Amboy or Highland Park. At some of these shops the candy is laid out in lavish table displays and at others in modernized showcases. Every effort is made to show this merchandise pre-packaged and in bulk. Displays are changed around frequently so as to give an impression of freshness and novelty.

The Birnn shops use several means of advising the public of their new lines. Most effective is sampling. But they're not content merely to leave a few items in a bowl on the counter. Instead, the salesgirl selects a piece and invites a visitor to try it out with some comment about it, so as to encourage conversation.

One of the two front windows is usually concentrated on the specialty which is featured and changed weekly. It also gets a concentrated showing in one of the showcases. Newspaper advertising, which takes up about 75% of the advertising budget, gives heavy mention to this special offering of the week.



**View of the counter side of the store, with display cases and wall decorations.**

#### **Gay store atmosphere**

Sales are further stimulated by the gay atmosphere quickly apparent in these stores through physical appearance alone. The bright red and white peppermint style wallpaper, new store fixtures, flood of overhead fluorescents, backless windows, continuous music from FM radio and the pretty girl clerks, all help to produce this bright, cheerful effect.

At the Red Bank unit, recently designed by the management, this objective is markedly apparent. There one side of the store is devoted entirely to



**This Kiddy Kandy Korner is a favorite, and holds the special packs for children.**

party favors with a Kiddie Kandy Korner motif and its wide collection of novelties and ornaments.

Opposite is the row of showcases with shelving in front for convenient customer selection. These shelves are of marble effect formica tops. Back part of the cases have built-in slanted racks to hold trays of stock needing quick and constant replenishment, as well as wrapping accessories. The back wall is lined with wrapping stands.

Both backless windows are heavy attraction-getters since they have lots of plastic props, turn-tables in the center, pegboard walls on which to hang timely items, and nylon curtains of red dot design.



#### **CHOCOLATE PUMP TYPE CP 6 IG**

embraces in its design the experiences gained from decenniums of daily working under the most varying conditions in chocolate factories all over the world.

It is a low speed pump of the rotor type, with sliding vanes positively guided. Inside cleaning is conveniently done by removing a cover in the pump housing. A direct coupled gear-box is incorporated.

Capacity up to 5000 kilos, or even more, per hour, dependent on pumping height and consistency of chocolate.



**32-38 SYDMARKEN  
SOBORG (COPENHAGEN)  
DENMARK**

**MIKROVÆRK A/S**



Attractive front on Main Street

A rigid cleaning schedule helps bring about this atmosphere of freshness. Each of the stores is supplied with a cleaning kit consisting of needed cleaning utensils and detergents. The floor waxing machine for use on linoleum and asphalt tile flooring is toted around to the units by the delivery sedan.

#### **birthday sales**

The element of newness is played up by annual birthday parties held on the anniversary dates of opening of each of the stores. At that time there is a grand party on the house with free giveaway of a bonus box which features the specialty at a reduced price. The public is invited to come in for a



Party favors and novelties section

piece of birthday cake and coffee and free candy samples, and above all to bring the children. These affairs are announced in large newspaper ads and store posters.

A similar type of showmanship is employed to announce the opening of a new store. For example, at the recent opening of the Red Bank unit, a bonus box was given away with every purchase as a samplette. This is a gold and black covered box containing samples of the four best sellers. The ladies were handed candy corsages, the youngsters gold coins, balloons with store name imprint. A talking candy chef proved a big attention-getter.

Such opening promotion is always followed up at every conceivable opportunity. The Birnn stores

## **FOR PERFECT CREAMS THAT KEEP LONGER**



You get better cream centers and they store better for longer periods when you use CONVERTIT, the pioneer concentrated invertase.

For more than a quarter of a century, CONVERTIT has proven its value to the candy industry, permitting the production of CAST and ROLLED creams in quantity. Properly stored, these creams made with CONVERTIT keep for many months without drying or fermentation.

CONVERTIT is ready for instant use, easy to measure and mix, and always uniform and dependable.

*Order CONVERTIT direct or through your jobber.*

### **THE NULOMOLINE DIVISION AMERICAN MOLASSES COMPANY**

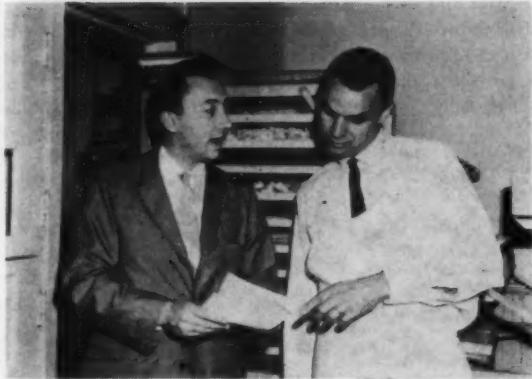
Manufacturers of NULOMOLINE (Standardized Invert Sugar) and Syrups

120 WALL STREET, NEW YORK 5, N. Y.

330 East N. Water St., Chicago 11, Ill. • 1300 West 3rd St., Los Angeles 17, Calif. • NULOMOLINE, LTD.: 1481 Parthenais St., Montreal, Canada

# **CONVERTIT®**

**FOR PERFECT CREAM CENTERS**



Edward Birnn, owner, with Richard Walsh, stores manager.

like to tie-in with community activities, give merchandise away frequently to organizations for door or card party prizes, donating to programs, participating in local shows, supporting civic movements and participating personally in service club affairs.

The firm's mail order business amounts to approximately 5% of the volume. Mail order forms are left on the counters and in the Red Bank store there is a special desk for this purpose. There is no extra charge, except postage. The package is padded, insulated and a label put on with the postage receipt stapled to the order and retained in the office file. This postage bill runs to about \$1500 a

year with names of senders helping to make up the stores' mailing lists.

#### fresh batches delivered

Fresh candy supplies are delivered to the stores in small batches by Richard Walsh, stores manager. Walsh usually visits two of the four stores on his routes every day. This replenishing of small batches of course insures freshness, small likelihood of being caught unprepared with unsold overstock.

The original New Brunswick store is supplied by the adjacent plant at Highland Park which turns out nearly 200 varieties. About 90% of store sales is produced in this factory and packed to order for individual tastes, the remaining 10% is prepackaged from outside sources.

The factory also wholesales to small and medium sized shops a full selection of slab-type centers for dipping.

Production is in charge of the founder, Charles H. Birnn, who throughout the year employs a staff of long service.

Leaflets emphasizing the quality and food value of candy are enclosed in boxes of candy. These are primarily from Sugar Information, Inc., New York 5, N. Y. "This", says Edward Birnn, "leads the public to recognize that candy has a regular place in every day meals, as well as a delicious luxury for special occasions. It ties in with the slogan we use, 'Candy is Delicious Food—Enjoy some everyday'.

*The end*

## Here's the gal who is our version of the F.B.I.

Lolly Hill knows that you judge chocolate by flavor, fineness, color and viscosity, among other things. She knows, because as our quality control expert, she checks your chocolate before you do. And she never waits till a batch is finished before she starts investigating. After every step, she checks; checks so you won't have to.

Quality control at Wilbur-Suchard dates back to before the turn of the century (we have yellow-with-age journals to prove it!) Lolly Hill carries on that tradition. She's another very personal reason why you can always count on quality from Wilbur-Suchard.



Introducing Lolly Hill  
to prove our point:  
*when it comes to quality,  
people mean more  
than machines.*

**WILBUR-SUCHARD CHOCOLATE CO., INC. LITITZ, PA. MADISON 6-2154**

# Supply

## field news

**Refined Syrups and Sugars** has introduced four blends of sucrose and dextrose for liquid delivery in the New York area. They are 50-50 sucrose

and dextrose both industrial and amber grades, and 80-20 sucrose dextrose both number one and industrial grades. The firm also indicates that they will provide other blends on special order.

**Corn Products** has named Robert W. Bond manager of sales service. He joined the company as a chemist, and for four years has been manager of technical sales department at the company's Argo plant.

**E. H. Morgan Engineering Company** has been formed by Edwin H.

Morgan, Jr., formerly industrial sales manager of Reflectotherm, Inc. The Morgan offices are at 2685 South Road, Cincinnati. Mr. Morgan's experience covers 20 years in the field of heat and moisture exchange. He will offer engineering services for cooling tunnels, dryers, and custom built machines, as well as the usual consulting engineering services.

**Dodge & Olcott, Inc.**, has developed a new flavor which is reported to give compound coatings a rich, full chocolate flavor and aroma. The new flavor is called Cocoa-Van, and is recommended for usage at the one percent level.

**The Rotary Portion Former**, developed and made by the Rotary Machine Company which dissolved in bankruptcy, has been purchased by the **York Food Machinery Company**. President of York is T. A. Kohn, formerly owner of York Caramel Company, before its purchase by Curtiss Candy Company. The machine will be manufactured by John C. Motter Printing Press Company.

**Neal M. Draper** has been named executive vice president of **National Aniline Division**, Allied Chemical and Dye Corp. He has been with Allied since 1935.

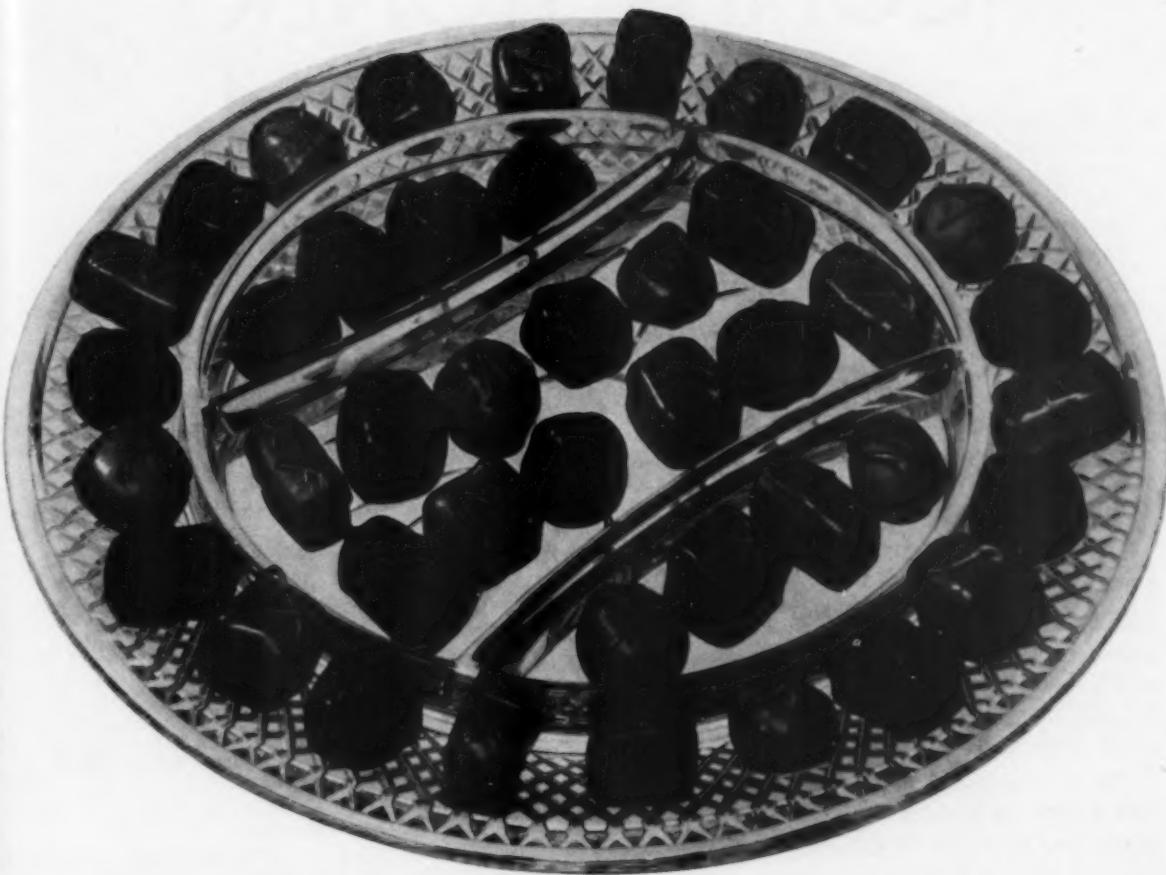
**Milprint, Inc.** is constructing an addition to its plant in Downingtown, Pa. of 75,000 square feet. New equipment will be installed for the company's flexible packaging operations.

**Ungerer & Company** has appointed **Joseph L. Fortescue** as manager of the Philadelphia office. He has had over thirty years experience in that area in the field of flavors and essential oils.

*For Finest Quality  
- Best Results  
use Anheuser-Busch  
moulding and thin boiling  
starches. Regular and  
specialty type corn syrups.*

ANHEUSER-BUSCH, INC.  
CORN PRODUCTS DEPT., ST. LOUIS, MO.





For your fine candies

Quality *Chocolate Coatings*

Choose from a complete selection of Milks, Vanillas, Bitter Sweets, or Fondant type "Chocolate Coatings."

You can be assured that all Ambrosia Coatings are made to the food of the gods quality standards of velvety smoothness, rich chocolate flavor, easy workability, and glossy finish. Ambrosia Chocolate Coatings are the quality complement to your fine candies.

*Ambrosia*  
FOOD OF THE GODS

For samples and more information write to  
AMBROSIA CHOCOLATE COMPANY  
Milwaukee 3, Wisconsin

MANUFACTURERS OF FINE CHOCOLATE AND COCOA SINCE 1894

# CONFECTIONERY ANALYSIS and COMPOSITION

By

Stroud Jordan, M.S., Ph.D.

and

Katheryn E. Langwill, M.S., Ph.D.

This volume, first published in 1946, is still the only published reference work on the subject of confectionery analysis. The pioneering work done by Dr. Jordan remains the standard in the field, making a second printing of his book necessary. This printing is in all respects identical to the first printing.

This volume concerns itself with applicable data that covers the composition of basic raw materials as well as that of the finished confections in which they have been employed.

In assembling this volume reference is made to applicable methods. Where satisfactory methods of analysis are of general knowledge they are incorporated by reference. All specially developed methods and procedures are incorporated in detail.

In the reconstruction of formulas from analytical data, certain basic assumptions must be made, and these are thoroughly explained. The second part of this volume deals with the several confection groups, and full discussion of particular analysis and calculation of composition problems of each group are discussed.

The book is expected to be ready for distribution by June 1. Use the order form below, your book will be mailed as soon as copies are available.

## BOOK ORDER

The Manufacturing Confectioner Pub. Co.  
418 N. Austin Blvd.  
Oak Park, Illinois

Please send me Confectionery Analysis and Composition by Dr. Stroud Jordan and Dr. Katheryn Langwill. I am enclosing \$6.00.

Name ..... Position .....  
Company .....  
Street .....  
City ..... Zone ..... State .....

## USE THIS ORDER FORM

Date

M361

## Chapters

Moisture	(Ch. 1)
Ash	(Mineral Matter--Ch. 2)
Sugars	(Ch. 3)
Starches	(Ch. 4)
Proteins	(Ch. 5)
Fats	(Ch. 6)
Colloidal Materials	(Ch. 7)
Nuts and Fruits	(Ch. 8)
Acids	(Ch. 9)
Incidental Materials	(Ch. 10)
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Sugar Cream	(Fondant Ch. 13)
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Marshmallow	(Hard & Soft Ch. 16)
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Gums and Jellies	(Ch. 18)
Coated Candies	(Ch. 19)
	Appendix



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# Confectioner's briefs

## Charleston Chew on TV

Fox-Cross is using extensive TV advertising in the Boston market for the Charleston Chew bar and Charleston Chew bits.

## Spangler transports coating

Spangler has installed a stainless steel tank in a standard semi-trailer for hauling liquid chocolate from suppliers to its plant in Bryan, Ohio. It will carry a load of up to 31,000 pounds.

## Life Savers appoints Krier

Beech-Nut Life Savers has appointed Maurice E. Krier, Jr., general sales manager of the candy and gum division.

## Bonomo's Yo-Yo promotion

Bonomo's Turkish Taffy continues the tie-in with Duncan Yo-Yo Company to provide a complete

sampling to the youth market throughout the country. Yo-Yo demonstrators pass out coupons by the thousands, entitling the holder to a free bar at any retailer.

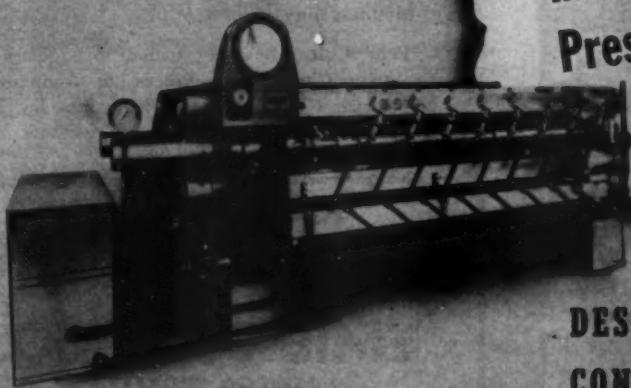
## Mars reorganizes sales department

Mars, Inc., has reorganized its sales department to add two sales divisions, Southern and Central, to its former Eastern and Western divisions. The position of assistant sales manager has been created, filled by H. R. Flaig, formerly sales promotion manager. Sales promotion has been discontinued as a separate division, and its function is concentrated under the division sales managers. The new Southern sales manager is W. W. Scott, formerly Minneapolis territory manager, and the new Central sales manager is J. J. Coady, formerly at Waldick, N.J. Both will operate from the firm's office in Chicago. C. A. McDonough, Eastern sales manager, will move from Chicago to New York, and C. A. Rutherford, Western sales manager, moves to Los Angeles. The Division managers will coordinate all sales and promotion activities within their areas.

## Loft celebrates

Loft's is celebrating its birthday with specials on the following items; assorted chocolates, 14 ounces, \$1.25; nut butter crunch, 12 ounces, \$1.19; cordial cherries, 12 ounces, \$1.29; M. C. Parleys, 12 ounces, \$1.19; and Pecan bark, 12 ounces, \$1.19; are all specially priced at 92¢ for the event.

STANDARD  
THROUGHOUT  
THE WORLD



Every major advancement  
in the design of Cocoa  
Presses has a CARVER  
patent behind it.

DESIGNED with Experience  
CONSTRUCTED with Precision  
SERVICED World-Wide

FRED S. CARVER INC.  
HYDRAULIC EQUIPMENT

RIVER & CHATHAM RDS., SUMMIT, N. J.

There is a variety of sizes of Carver Cocoa Presses to meet every requirement. We solicit your inquiries.

**Take the cost out of making  
Cherry Cordials  
with a Carlson Cherry Dipper**

Simple to  
operate.  
This machine  
has proven  
practical over  
12 years of  
successful  
operation.



**Contact Ted Merckens**  
PO Box 2128, Hollywood 28, Calif.



**You'll like the  
RICH-SMOOTH-FLAVOR**

A dependable source of supply for taste, appearance, and uniformity. Top performance that will appeal to you.

**HOOTON CHOCOLATE CO.**

Fine Chocolate Since 1897

NEWARK 7

NEW JERSEY

## Supply field news



William Nelson, Ass't Secretary of H. Kohnstamm & Co., has been appointed sales manager of their Western division. Nelson has been with the firm for 35 years.



Frank A. Murdock has been appointed by Ungerer and Company to direct sales for the firm on the West Coast with headquarters in Los Angeles.

Carnation Company has appointed The Callerman Company brokers for the Company's bulk products for the confectionery field, including malted milk, malted milk crunch and instant non-fat dry milk. The territory covered by Callerman is within 75 miles of Chicago.

Hudson Sharp Machine Company and Simplex Packaging Machinery Division, both operating components of Food Machinery and Chemical Corp. announce the appointment of Benjamin D. Berk as sales engineer for Texas, Oklahoma, Arkansas and Louisiana.

Daniels Manufacturing Company has appointed William C. Smith as regional sales manager in the Chicago district.

Thomas Brown, well known for his chocolate technical service, died August 22, at his home in Epping, New Hampshire. He became associated with Rockwood & Company in 1937, and remained with the firm until illness forced him to retire.

E. D. "Pete" Cotral has been named manager of corn syrup sales by Clinton Corn Processing Company. He has been with Clinton since 1940, when he joined the firm as a clerk.

### ALWAYS AT YOUR SERVICE

In Cocoa Since 1899

**EMIL PICK CO.**  
COCOA BROKERS

80 WALL ST.

NEW YORK, N. Y.

Bowling Green 9-8994

**COCOA BEANS - COCOA BUTTER**  
Cocoa and Chocolate Products

The MANUFACTURING CONFECTIONER'S

# Clearing House



## MACHINERY FOR SALE

### FOR SALE

Model S #3 Savage Fire Mixers.  
10 gal. Model F-8 Savage Tilting  
Mixers, stainless kettle.  
200 lb. Savage Flat Top Marshmal-  
low Beaters.  
Friend Bostonian Model and Merrow  
Cut-Rol Cream Center Machines.  
50' two cylinder Werner Beater.  
1000 lb. Werner Syrup Cooler.  
200 lb. to 2000 lb. Chocolate Melters.  
Simplex Gas Vacuum Cooker.  
Simplex Steam Vacuum Cooker.  
600 lb. Continuous Vacuum Cooker.  
Form 3 and Form 6 Hildreth and  
Factory Model American Pullers.  
6' and 7' York Batch Rollers.  
National Model AB Steel Mogul.  
National Wood Starch Buck.  
38" Copper Revolving Pans.  
Ball and Dayton Cream Beaters.  
100 gal. Copper Mixing Kettle with  
Double Action Agitator.  
We guarantee completely rebuilt.

**SAVAGE BROS. CO.**  
2636 Gladys Ave. Chicago 12, Ill.

**For Sale:** Case sealer, purchased 1952  
slightly used semi-automatic Schroeder  
No. 300; size range 3½" to 15% H;  
7" to 15% W; 10" to 18" L. Adjustable,  
air powered. Make offer. Box 1071, The  
MANUFACTURING CONFECTIONER.

**For Sale:** 1-1000 lb chocolate melting  
and mixing kettle with motor attached;  
1-600 lb. kettle, no motor; 1 Neptune  
corn syrup meter, never used. Ucanco  
Candy Co., Davenport, Iowa.

24" N.E. Enrober with Bottomer; TL-A  
Box set-up Package Machinery; Hay-  
sen 7-17, electric eye; Lynch 5# Patty  
Wrapper; 600-lb. N.E. Continuous Cook-  
er; Racine Super Duplex Sucker Machine.  
Box 1073 The MANUFACTURING  
CONFECTIONER.

Wrap-Ade Pop Wrapper; Rose 500, 1½"  
x ½" cylindrical piece; FA Package  
Machinery Wrapper; Simplex Steam Vacuum  
Cooker. Box 1074 The MANUFAC-  
TRING CONFECTIONER.

100-lb. Puller; GH-2 Package Machinery  
Wrapper; 24" Greer Enrober with  
bottomer and Tunnel; Simplex Gas Fire  
Cooker; Whistle Pop Machine. Box 1075  
The MANUFACTURING CONFEC-  
TIONER.

**For Sale:** Stokes Wrap, Model B. Excel-  
lent condition. Box No. 1076, The  
MANUFACTURING CONFECTIONER.

## MACHINERY FOR SALE

N.E. LATEST-TYPE LARGE CONTINUOUS  
HARD CANDY COOKER COMPLETE WITH SUGAR PUMP  
AND JET EVACTOR. STILL IN ORIGINAL CRATE. BOX 978, THE MANUFACTURING CONFECTIONER.

Lollipop rollers super duplex, approx.  
50 to 100 lb. 2 sets, practically brand new.  
Box 1078, The MANUFACTURING CONFECTIONER.

**For Sale:** Friend Super-dreadnaught cutting  
machine, with automatic operation added,  
2 Savage marshmallow beaters; one 30 HP package unit steam generator  
125 P.S.I. burning No 5 oil. All good  
working condition, reasonably priced.  
Community Industries Ass'n, 811 S.  
Hamilton St., Sullivan, Ill.

## MACHINERY WANTED

**Wanted:** Small 5", 7" or 10" chocolate  
enrober. Please state make, price and  
condition of equipment. Interested in  
laboratory size candy equipment. Box  
1072-The MANUFACTURING CONFECTIONER.

## OLD CHOCOLATE MOLDS WANTED

Discarded heavy metal chocolate  
molds bought. Top prices paid  
right at your plant.

Alfred Cohn Solder Tester Co.  
2386 Ryer Ave., Bronx 58, N.Y.

Used complete mogul with automatic  
stackers. One used 300# chocolate  
melter. Community Industries Assn, 811  
S. Hamilton St., Sullivan, Ill.

## SITUATIONS WANTED

Young candy production executive with  
technical background seeks position  
below 40th parallel. 14 years American & European experience. Box 9712, The  
MANUFACTURING CONFECTIONER.

**FOREMAN:** Available for Large Candy  
Manufacturer to take charge in all  
phases of Candy pan line including  
Starch, Jelly, Cream, Fudge. For Halloween and Easter Candy, Bubble Chewing  
Gum Base, and Slab work.

I will teach the above anywhere in  
the states and foreign countries. Box  
9716, The MANUFACTURING CONFECTIONER.

## SITUATION WANTED

Wanted—experienced candy maker wish  
to buy, lease or start candy department  
in department store or large super  
food store. Have the "know how" to  
operate and manage candy outlets at  
prices people will pay. Box 1077, The  
MANUFACTURING CONFECTIONER.

## HELP WANTED

**EXPERIENCED CANDY MAN**—A large  
nationally known manufacturing-retail  
candy company has an opening  
for an aggressive all around candy man  
with a thorough knowledge of and experience  
in candy manufacturing methods and use of equipment for all types  
of candies. This position will also require  
ability to supervise, maintain production,  
develop new lines, handle personnel and a  
thorough manufacturing know how.  
Future prospects are very good for the  
man who can qualify for this position.  
In answering give detailed information  
as to personal background, training, experience,  
age and salary expected. Reply  
Box 9713, The MANUFACTURING CONFECTIONER.

**CANDY MAKER** for medium sized man-  
ufacturing plant in Philadelphia area.  
Must be experienced in cream and slab  
work. Secure position for right man. Box  
9718, The MANUFACTURING CONFECTIONER.

**ASSISTANT TO SUPERINTENDENT**  
wanted by Eastern Manufacturer. Fine  
opportunity for man with knowledge of  
Candy Manufacturing and Modern Equipment.  
State age, experience, salary expected,  
and when available. Box 974, The  
MANUFACTURING CONFECTIONER.

## GRADUATE CHEMIST

Here is a real opportunity for a  
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Old Established wholesale-retail business for sale. Quality candy to finer stores in a 5 state area. New retail shop combined under 1 roof. Exclusive neighborhood in mid-western city of 500,000 pop. Box 9714, The MANUFACTURING CONFECTIONER.

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## CONFECTIONERY ANALYSIS and COMPOSITION

By

Stroud Jordan, M.S., Ph.D.

and

Katheryn E. Langwill, M.S., Ph.D.

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Make  
your candies  
the center  
of attraction

Use

# BEST FOODS OILS

Your sales will center about your kisses, taffees, nougats and other chewy candies when you make them with Best Foods oils.

Long preferred for quality by leading manufacturers, Best Foods is also the first choice for reliability and service.

**NUCOLINE - 76°**

**FILBISK - hydrogenated coconut oil, 92°-110°**

**S-70-XX Hard Butter - exclusive, patented and uniform in quality; controlled low-melt fractions.**

*Available in desired melting points.*



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# doodlings

by tom sullivan

## Will Put in Touch

COMES THE REVOLUTION. Bourgeois leadership must go. Too soft. Too indecisive. Too dilatory. Stands in the way of progress. What we need is something attuned to the times. To this fast-moving world. Something dynamic.

What we need is a dictator!

Comes the revolution? The bombs have already been tested. They hurt. The fallout hurts too. Enough of it and it won't matter whether you've stopped making candy or quit smoking cigarettes.

More bombs to come. Smaller ones. Just to keep you off balance. They'll be labelled: Don't Get Us Wrong . . . What We Mean Is . . . And We Repeat . . . Etc., etc.

A dictator needed? Will put you in touch.

\* \* \*

## Two Heros

EVERY ONCE IN A WHILE, Daryl Snodgrass liked a hero . . . one of those great, big, long-sustaining sandwiches. During this drought-ridden summer he had two within a month. The first, he figured sagaciously, was merely the precursor of another bigger and more potent. The second in hand, he cast aside his *Confidential* for more pertinent stuff.

Daryl sampled the *hero* carefully. Very carefully. Was impressed. Also perturbed, headachy. Mental indigestion, he decided.

After a swig of sure-cure cornlikker, the pain passed. But a sudden hunger came upon him. He tossed his unfinished *hero* in the direction of *Confidential*. It landed upon and completely blanketed the expose magazine.

Snodgrass then tried to interest himself in one of his daily chores. Unable to concentrate, he retrieved the *hero*.

In irritation, he mumbled, "Where's the real meat in it?" Skipping over assorted strange and conflicting ingredients, he found the meat just off center. A nice piece of beef. Red, but adequately brined.

Snodgrass conceded this *hero* had guts, real guts, raw guts. Comes the revolution? He decided to wait and see.

\* \* \*

## The Big Bare

DARYL SNODGRASS had been a secret agent. Now he makes and sells panned confections. An avid reader, he finds time also for a little politics, but less as a practitioner than as a student. He's an astute fellow.

Sensing that something very strange was afoot, he sought clue after clue in the jeans of his *hero*, then wavered a bit and said in disgust, "Aw, what the hell's it to me? It's not my concern anyway."

But by virtue of his nature and training, the *hero* still intrigued and baffled him. He stayed with it. By now, however, his day's work was hours behind schedule. "This goldarned thing sure keeps me teetering, he

thought. Then with finality, he fairly shouted: "The h-e-l-l with it!"

Calling his girl Friday, he told her he'd be out for a few hours calling on a customer or two. Donning his hat and coat, he left the office. "Comes the revolution . . . comes the revolution," he muttered to himself as he walked up the street, turned right and disappeared into the town's public library.

\* \* \*

## Et Tu, Brute!

AN HOUR LATER, Daryl Snodgrass was still pouring over *Julius Caesar*. A young librarian cautioned him against marking up the book. He put his pencil away and re-read the lines he had checked. Some of them:

*Yond Cassius has a lean and hungry look;  
He thinks too much; such men are dangerous.*

And then:

*'Tis a common proof,  
That lowliness is young ambition's ladder,  
Whereto the climber-upward turns his face;  
But when he once attains the upmost round,  
He then unto the ladder turns his back,  
Looks in the clouds, scorning the base degrees  
By which he did ascend.*

Another tailed off like this:

*The Genius and the mortal instruments  
Are there in council; and the state of man,  
Like to a little kingdom, suffers then  
The nature of an insurrection.*

Snodgrass waxed dramatic as he read the line:

*Cry "Havoc" and let slip the dogs of war!*

He read a few more passages and finally found his reaction to the upsetting *hero* summed up in:

*Et tu, Brute!*

\* \* \*

## Macbeth

TURNING NEXT to *Macbeth*, Snodgrass came across a few more passages that he considered appropriate, such as:

*If it were done when 'tis done, then 'twere well  
It were done quickly; if the assassination  
Could trammel up the consequence, and catch  
With surcease success! etc., etc.*

Snodgrass had been marking up *Macbeth* as he had *Julius Caesar*. Once more the librarian appeared at his side, "Please, sir, you'll simply have to . . ."

The candyman excused himself, left the library. Treading his way back to his office, he dropped into his favorite bar.

"You look harried, Mr. Snodgrass. What's wrong, business going to the dogs?" said Al, the bartender, as he served a double Bourbon to his newly-arrived patron.

"It sure will go and dammed fast, Al, if I don't lay off those blankety-blank *heros*," was the reply.

Back in his office Daryl Snodgrass sat down at his desk, took paper and pen and wrote:

*Dear Dynamo: Cancell my heroes until you've upgraded the line. Yours, D. Snodgrass.*

\* \* \*

THERE ARE LOTS of candymen like Daryl Snodgrass around the country who have asked, "Comes the revolution?" and answered, "NYET!"

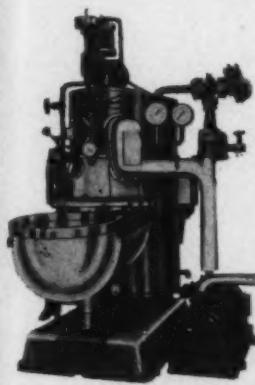
**Only**

**superior equipment**

**can produce**

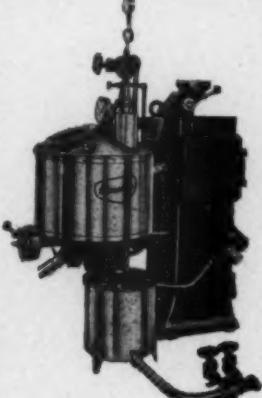
**superior candy economically**

All Hansella candy processing machines are designed and manufactured with just one purpose in mind—the high production of fine quality candy at lower cost. Shown here are only a few units from the extensive Hansella line, which includes equipment for every function in the candy plant.



**The Hansella 145 Automatic Robot Cooker.**

Combines continuous cooking in atmospheric pressure with subsequent vacuum treatment, permitting wide variations in the percentage of corn syrup as desired. All operations fully automatic.



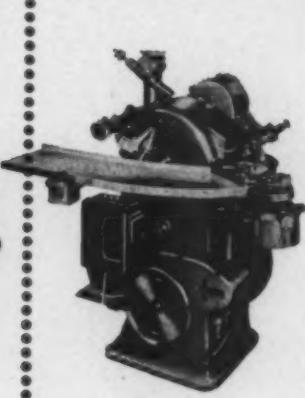
**The Hansella 126 Automatic Precooker and Dissolver.**

Proportions ingredients, dissolves and pre-heats them, then adds the correct amount of corn syrup or invert sugar, according to your formula. And all these operations are handled automatically and continuously with no labor required.



**The Hansella 110A High Capacity Batch Cooker.**

Handles caramels, taffy, kisses, jams, jellies and fondants in large batches. Vertical beater shaft and special comb type beater insure a fast cooked and well mixed batch without burning.



**The Hansella 85A Super-Robust.**

This high-speed forming machine converts as much as 230 feet of rope per minute into individual, seamless shapes. Operates at three different speeds to suit your production requirements.

*Other Hansella candy processing equipment includes:*

*Write for full information about any of these top quality units, and learn how they can improve operations in your plant.*

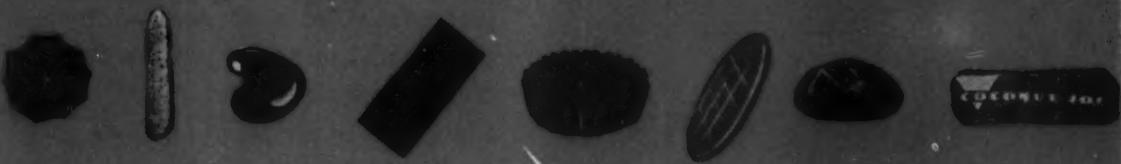
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**HANSELLA MACHINERY CORPORATION**

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WHITNEY 3-4700 CABLES: OHANSELLA

Pulling Machines with water cooled arms  
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Hot and Cold Slabs  
Packaging Machines

*If you make any of these chocolates and candies*



**you need a  
RACINE  
DEPOSITOR...**



BANTAM 6"



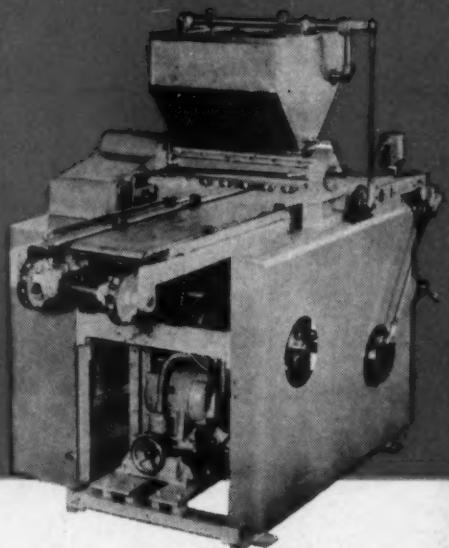
JUNIOR 16"



SENIOR 32"



JUMBO 48"



. . . the Racine Depositor will deposit any kind, size or shape of candy — creams, mint or chocolate patties, cocoanut kisses, pralines, mound, bars, kisses, wafers, bits, stars, nonpareils, and a range of candies too numerous to mention.

Deposits can be made in all types of molds, foil or paper cups, or direct on trays, plaques, or belts. And the Racine Depositor assures absolute uniformity of size and weight, with a minimum of labor cost, and a maximum of dependable trouble-free production.

Profit by modern methods of candy production with a machine that more than pays its way in production, quality, and labor savings. There are four different models to meet the requirements of every shop. Write or phone for details.

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